

Developing Confidence and Personal Magnetism

By Gil Magno

What the Contents of This Book Did for Me

This book will introduce you to a system of thinking and practice in self-improvement and personal freedom; a study that you will never regret having begun.

With the study and practice of the material taught herein I have achieved and am achieving, more and more, the benefits listed below. As I practiced from day to day devoting every spare minute to this work, I noticed results that magnified into a better and progressive personality. Benefits were noticed from the first day of practice. The magnetic voice, for example, was very easy to develop and an improvement could be noticed after just ten minutes of certain exercises. With just a few minutes of daily practice and its continuance into the future, in the form of habits of living and thinking, I found myself a much changed person with benefits as follows:

1. I became, and am becoming more and more, who I really am.
2. I'm living more and more with integrated honesty.
3. My confidence grew tremendously.
4. I am able to express myself, as myself, without fear or embarrassment.
5. I found myself inspiring and influencing others with my communication.
6. I became much better at being myself in front of, or in a crowd.
7. I became much younger looking.
8. I will never be lonely again. First, because I enjoy being me, and second, because I easily attract those of my inclinations.
9. I found it easier to attract the opposite sex.
10. I became a happier person. Notice that I say "a happier person," not an entertainer. Many have been led to believe that being happy is laughing constantly and being on top of things all the time. This is not necessarily so. Some of the happiest people I've met, hardly ever used more than a conservative smile. Happiness is, among other things, an internal feeling of being free to accomplish some useful end.
11. My health has improved and I feel more energetic.
12. I gained and am gaining more and more, a high degree of calmness after getting rid of fidgety habits.
13. I became fully in control of my financial life.

14. I took complete control over my career.
15. I find it comfortable to stand in front of a crowd and speak.
16. I am learning to transmute detrimental emotions in myself to constructive ones without effort.
17. I am able to inspire myself whenever I want to.
18. I have, and am always conscious of maintaining, a good posture.
19. I breathe correctly and deeply and therefore my energy keeps renewing itself.
20. The girth of my chest has increased.
21. My general speech improved tremendously.
22. I learned to not be tongue-tied in situations.
23. I discovered acting ability in myself.
24. My eyes have become intense and full of meaning.
25. I learned to project will power and intention.
26. I learned the secrets of an intense voice.
27. I learned to attract things with my mind.
28. I am becoming more of a feeling person due to a heightened sense of honesty and aesthetics.
29. I am able to relax completely in just a few minutes.
30. I learned to take charge of my thoughts.
31. I learned to absorb all that is grand in life.
32. My voice became strong, commanding but pleasing.
33. I learned the secret of an intense but relaxed personality.
34. Life took on a new meaning for me because I am progressive without guilt.
35. I learned to live aloof from petty annoyances.

36. My purpose in life has discovered me.

With the magnetic attributes listed above, one is well on his way to infinite confidence, self-expression, personal freedom and therefore happiness and success in life.

COPYRIGHT (c) 1999, 2000, 2001 by GIL MAGNO

MAGNOART DISTRIBUTION

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electrical or mechanical, including photocopying or recording, without written permission from the publisher except for the inclusion of brief quotations in a review.

Printed in the United States of America
Library of Congress Catalog Card Number: 00-192974
ISBN 0-918935-16-4

Acknowledgment

This book was made possible with the help of many people who provided various contributions. Inspiration, editing, typing, information and experimentation, were made available to me by the following people to whom I am deeply indebted:

Jerrey Weiss, Marvin Flyer, Rex Perry, Francis Matan, Stan Kelly, Lorinda Fongson, Ellyssia Stratton, Lygeia DeJesus, Nydia DeJesus, Carmen Jansen, Gail Simon, Dr. Jay Mahone, Janice Dickinson, Attila Matyas, Lisa Falowitz, Brad McAllister, Dr. Nathaniel Branden, Dr. Frank R. Wallace, Jim Leonard, and last but not least, my wife Terezinha.

A Quote You Should Never Forget

"After all, richness is at least as much a matter of character, of philosophy, outlook and attitude, as it is of money."

From J. Paul Getty's book,
"How To Be Rich"

Dedication

To my childhood teacher and uncle,

JOAO J. DEJESUS

who, though blind from birth, helped me see
the mysteries of nature, helped me hear
the enchantments of the human voice,
and helped me taste the fruit
of the tree of knowledge.

Table of Contents

(page numbers differ in e-book version)

WHAT THE CONTENTS OF THIS BOOK DID FOR ME.....	3
PREFACE.....	15
CONFIDENCE & PERSONAL MAGNETISM EQUAL PERSONAL FREEDOM.....	16
How I Discovered Freedom.....	16
The Anatomy of Happiness.....	17
What is Success.....	18
The First Secret.....	19
PRELIMINARY INSTRUCTIONS.....	23
THE SECRET OF PRODUCTIVE STUDY.....	25
By Yourself.....	25
With a Friend.....	25
Retirement.....	26
Notebook and Dictionary.....	27
Personal Symbol.....	27
Correct Studying.....	28
The Secret of Study.....	28
A Unique System of Practice.....	29
More on Practice.....	30
How to Score Yourself.....	32
Three Kinds of Students.....	34
DAILY PERCENTAGE CHART #1.....	37
MONTHLY PERCENTAGE CHART #2.....	38
THE BEGINNING MAGNETISM BUILDER.....	41
CAUSES OF FAILURE REVEALED.....	42
Suppression From Unprogressive People.....	43
Chains of Causation.....	44
GETTING READY TO WORK.....	50
SELF-COMMITMENT.....	52
The Magnetic Pledge #1.....	54
STUDY CHART.....	55
EXPLANATION OF THE CHART.....	56
FORTY-NINE DAYS TO A NEW LIFE.....	58
OBSERVANCE #1 -- Limited Thinking – Philosophy.....	63
OBSERVANCE #2 -- Confusion -- Clear Study.....	69
Excerpt #1 -- Victor Hugo's Vital Style.....	69
Excerpt #2 – Rejuvenation.....	69
OBSERVANCE #3 -- Dispersal – Retirement.....	71
OBSERVANCE #4 -- Lying – Honesty.....	74
Exercise #4A -- Making Use of Honesty.....	75
OBSERVANCE #5 -- Stress – Repose.....	76
Exercise #5A -- Muscle Tension.....	76

Exercise #5B -- Nerve Tension.....	76
Exercise #5C -- The Mind in Stress.....	76
Exercise #5D - Being There -- Focused Attention With Yourself.....	80
Exercise #5E - Being There - Focused Attention With Another.....	81
Exercise #5F -- Being There #1 With Indications.....	81
OBSERVANCE #6 -- Flat Voice -- Round Voice.....	83
Opening the Throat.....	84
Exercise #6A -- Yawning.....	84
Exercise #6B -- Loud Yawn.....	85
Exercise #6C -- Raw Language.....	85
Exercise #6D - The Naughty Author.....	86
Exercise #6E -- Introduction to the Mood Statements.....	86
Mood Statements #1 through #10.....	87
OBSERVANCE #7 -- Deadness Magnetism.....	89
How Magnetism Manifests.....	90
The Four Human Sides.....	91
Exercise #7A -- Experiencing Magnetism in the Body.....	92
OBSERVANCE #8 -- Reaction -- Tranquillity.....	94
Exercise #8A -- Being There #2 - Focused Attention - No reaction.....	95
OBSERVANCE #9 -- Drifting -- Self-Effort.....	98
Exercise #9A -- Self-Effort.....	100
Exercise #9B -- Write Two Incidents.....	100
OBSERVANCE #10 -- Weak Breathing -- Power Breathing.....	102
Exercise #10A -- How to Breathe.....	104
Exercise #10B -- Strengthening the Diaphragm.....	105
Exercise #10C -- Expanding the Diaphragm.....	105
OBSERVANCE #11 -- Flat Personality/Vibrant Personality.....	107
Exercise #11A -- How To Control the First Thought of The Day.....	109
Exercise #11B -- Self-Power.....	110
Exercise #11C -- The Golden Voice.....	110
Exercise #11D -- Developing Tremolo.....	111
Exercise #11E -- Dog Panting.....	111
Exercise #11F -- Natural Tremolo.....	111
Exercise #11G -- Getting Familiar With More Moods.....	112
Mood Statements #11 through #20.....	112
OBSERVANCE #12 -- Common Place -- Personal Magnetism.....	113
Exercise #12A -- Reminder Cards.....	117
OBSERVANCE #13 -- Uncertainty -- Confidence.....	119
Exercise #13A -- The Magnetic Posture.....	121
OBSERVANCE #14 -- Weak Voice -- Strong Voice.....	125
Exercise #14A -- Voice Strengthening.....	126
Mood Statements #21 through #30.....	126
OBSERVANCE #15 -- Common Voice -- Magnetic Voice.....	128
Exercise #15A -- Last Touches on Rounding the Voice.....	128
Exercise #15B -- The Concealed Magnetic Tremolo.....	128
Exercise #15C -- Last Touches on the Magnetic Sound.....	129
OBSERVANCE #16 -- Commonplace Speech -- Magnetic Communication.....	130

Exercise #16A -- The Standard Magnetic Statement.....	135
OBSERVANCE #17 -- Indecision – Decision.....	137
Exercise #17A – Incident.....	137
Exercise #17B – Incident.....	137
Exercise #17C -- Making a Decision.....	137
Exercise #17D -- Developing Decisiveness Through the Mouth.....	140
The Mouth -- An Index to the Emotions.....	140
OBSERVANCE 18 -- Indifference -- Will Power.....	143
Exercise #18A -- I Am Determined.....	144
Exercise #18B -- Will Power in the Voice.....	145
OBSERVANCE #19 -- Wrong Rising -- Right Rising.....	147
Exercise #19A -- Right Rising.....	148
OBSERVANCE #20 -- Out of Tune -- In Tune.....	151
Exercise #20A -- The 3 Minute Warm-up.....	151
Exercise #20B -- The 3 Second Warm-up.....	151
Mood Statements #31 through #40.....	152
OBSERVANCE # 21 -- Shallowness – Absorption.....	152
Exercise #21A -- Collecting Maxims.....	153
OBSERVANCE #22 -- Flat Walking -- Tense Walking.....	157
Exercise #22A -- The Magnetic Walk.....	159
OBSERVANCE #23 -- Artificiality – Nature.....	161
OBSERVANCE #24 -- Inner Blindness – Visualization.....	164
Exercise #24A -- Visualization.....	164
Mood Statements #41 through #44.....	165
OBSERVANCE #25 -- Actual Self -- Real Self.....	166
What is Character.....	168
Exercise #25A -- I Am What I Am.....	170
Exercise #25B -- Being Yourself.....	170
OBSERVANCE #26 -- Distraction – Intention.....	172
Exercise #26A -- Intention in the Voice.....	173
Exercise #26B -- More Intention in the Voice.....	173
Upward and Downward Modulations.....	174
OBSERVANCE #27 -- Apathy -- Super Will Power.....	176
Exercise #27A -- I Will Have My Way.....	176
Exercise #27B -- Sound Sustainment.....	177
Exercise #27C -- Sales Power.....	177
OBSERVANCE #28 -- Being Nobody – Identity.....	179
The Subconscious or Magnetic Phase of the Mind.....	180
Exercise #28A -- Programming the Magnetic Mind.....	184
OBSERVANCE #29 -- Aimlessness – Super-Intention.....	187
Exercise #29A - Intention on the Inflection.....	187
Exercise #29B -- Intention on the Meaning.....	187
Mood Statements #45 through #55.....	188
OBSERVANCE #30 -- Colorless Speech -- Colorful Speech.....	189
Exercise #30A -- Color Statements.....	189
Exercise #30B - To You My Imaginary Friend.....	191
OBSERVANCE #31 -- Personal Weakness -- Personal Power.....	193

The Magic Poem.....	194
OBSERVANCE #32 -- Dull Eyes -- Magnetic Eyes.....	197
Exercise #32A -- Will Power & Intention In the Eye.....	197
OBSERVANCE #33 - Gullibility – Keeness.....	200
Exercise #33A -- Looking at Both Sides.....	201
Exercise #33B - Reversing Statements.....	201
Exercise #33C -- Mental Keeness.....	202
Exercise #33D -- The Shop Window Method.....	203
Gullibility and the Lies of the 85% per cent.....	203
Exercise #33E -- What the 70% per cent Do.....	205
A Word of Caution.....	205
OBSERVANCE #34 -- Refusals Handling You - You Handling Refusals.....	206
Exercise #34A -- Let's Have Dinner Tonight.....	206
OBSERVANCE #35 -- Normal Confidence -- Super Confidence.....	208
Exercise #35A -- Super Being There With Yourself.....	213
Exercise #35B -- Super Being There With Real Audience Part I.....	213
Exercise #35C -- Tongue Twisters.....	214
OBSERVANCE #36 -- Vulnerability -- Power & Protection.....	217
Exercise #36A -- World's Most Powerful Statement.....	218
Mood Statements #56 through #69.....	219
OBSERVANCE #37 -- Trying to Be -- Just Being.....	221
Exercise #37A -- Experiencing Just Being.....	223
OBSERVANCE #38 -- Frivolity – Seriousness.....	225
OBSERVANCE #39 -- Laziness – Ambition.....	227
OBSERVANCE #40 -- Tension – Relaxation.....	231
Exercise #40A -- How to Relax Instantly.....	232
Exercise #40B -- Instantaneous Calm.....	233
OBSERVANCE #41 -- Succumb to Failure – Conquer Failure.....	237
OBSERVANCE #45 -- Sickness – Health.....	259
Suggestions for Superb Health.....	262
OBSERVANCE #46 -- Slave to Moods -- Master of Moods.....	265
More Suggestions for the Mood Statements.....	266
The Mood Statements in Order.....	267
OBSERVANCE #47 -- Plain Speech – Oration.....	273
OBSERVANCE #48 -- Mental Laxity -- Mental Determination.....	275
OBSERVANCE #49 -- Incompletion – Completion.....	279
Million Dollar Suggestions for Personal Freedom.....	279

Preface

This book represents a lifetime of observations as a private music teacher; more specifically as a vocal coach. After teaching privately - one on one - for over 30 years, I can honestly say I have dealt with just about every type and quality of mind, talent, intelligence, character, personality and mood, in all ages from 5 to 70.

What I have discovered in almost a half century of teaching is truly fascinating and thus the reason for loving my work. The intimacy which is developed between coach and student, as a result of intensive coaching, has taught me a lot about the inner nature of people.

One of the things I discovered is that technical perfection in any art is not enough to succeed in the world. Technical perfection and superb interpretation - the communicative part of any performance - get closer to success but something else is yet needed. To succeed in the arts, as in life, one must be constantly learning who He/She truly is. He/She must philosophize in order to reach a point where He/She is being Him/Herself, from moment to moment, that is - minus all the lies and conditioning acquired throughout life since childhood. This is especially true of singers and actors but also performers on an instrument, speakers, dancers, etc.

This book then uses some of the technical aspects of the voice to achieve honesty and naturalness of self. This brings about a power we can call, Confidence and Personal Magnetism. Personal Magnetism cannot be falsified. It either exists or it doesn't. If it doesn't exist, one is not being who he truly is.

Who you are on the performing stage is who you are on the stage of life. If you are real as a person in life, you will be real on the concert stage or the stage of your career. This is the missing element in contemporary art. Many artists wish to attain this missing element but few ever do, for, to attain it one must perpetually exercise full honesty and this is hard to do in a society that survives on lies, for the most part, and even teaches that without lies one will not succeed. This last is the biggest lie.

The exercises and philosophy in this book are calculated to expand your consciousness so as to allow you to see yourself psychologically naked; to accept who you are being and improve on it; and to control and direct your life fully conscious of doing so.

Confidence and Personal Magnetism
Equal Personal Freedom

You are about to embark on a great study through which you will be able to enrich your life in every department. If you study this book well and apply what you learn consistently, your personal freedom, your magnetism, your success, your health, energy, creativity and appreciation of the beautiful will improve to a great degree. You will be developing an unshaken confidence and the ability to express yourself that will put you in

charge of your life and will take you to the bull's eye of your dreams. Your life will delight in a great change, step by step, for the glory of yourself.

HOW I DISCOVERED FREEDOM

What do I mean by that statement, "How I discovered freedom?" What is freedom? Why does one have to discover it? And why achieve freedom?

Achieving Personal Freedom is the only way to maintain a permanent happiness throughout life. Happiness is the number one concern of life. Not only do we all look for it automatically, but I firmly believe it is our moral right to have it. Not just sometimes but always, permanently, throughout life.

One of the reasons most people don't achieve it is their belief in unprogressive philosophies that have overrun us for the past 2500 years. These philosophies and "everybody knows" truisms have been handed down from generation to generation and have been accepted by us without verification. We have been told that we were born in sin; that sacrifice is a virtue; that many forms of self-abnegation are virtues; that living is synonymous with suffering; that material life on earth is bad compared to some utopia beyond the skies, etc., etc.

No wonder most people never experience real happiness and often feel guilty when they do.

So Personal Freedom becomes the freedom from these aberrated beliefs and all the farces and dishonest scamps that have been inculcated in us since childhood by dishonest religion, dishonest government, dishonest bureaucracy and dishonest academics.

With Personal Freedom no one else can stunt the growth of your happiness except yourself.

The problem is that the deceptions, lies, hoaxes, farces, scamps and general dishonesty have been so implanted in us, all these years, that they've become almost unrecognizable. It is difficult for us to see them in action unless we develop discipline (an extreme awareness) and a personal magnetism capable of neutralizing and dematerializing them. As we make use of this discipline and personal magnetism we then discover freedom. We then discover that we can have Health, Personal Power, Wealth and Love and Sex, without guilt. We then discover that we don't have to work 9 to 5; get married and have children; continue living in a fruitless relationship; respect parents whom we don't love; live like everybody else; keep up with the Jonesses; join the many specious "good to society" organizations; put up with a stupid boss; be afraid of the intimidating law bureaucracies, etc.

With Personal Freedom we achieve happiness. And happiness is basically, Health, Personal Power, Wealth and Love and Sex.

Personal Freedom is the result of the development of your Personal Magnetism. The study of Personal Magnetism is based on self-honesty; not whims, sentimentality, or

sweet-sounding admonitions. Two other direct results of Personal Magnetism are Confidence and Self-Expression.

THE ANATOMY OF HAPPINESS

If your life is doing well in the next four departments, you are happy!

1. HEALTH
2. PERSONAL POWER
3. WEALTH
4. LOVE AND SEX

HEALTH

Health is the furnace of energy to accomplish the other three departments.

PERSONAL POWER

Personal Power is the result of being the cause of your life- not the effect. It is self-esteem.

WEALTH

Wealth is the ability to be self-sufficient; totally on your own; owning yourself.

LOVE AND SEX

Love and Sex are the inspiration and reward that will fuel much of your personal success.

So we begin with the development of your Personal Magnetism.

Personal Magnetism will bring about your Self-Expression.

Self-Expression will greatly increase your Confidence.

Now, Personal Magnetism, Self-Expression and Confidence bring about Personal Freedom.

And Personal Freedom brings Health, Power, Wealth and Love and Sex.

WHAT IS SUCCESS?

It would be quite impossible for you to master this course and not automatically improve your income and your ability to become financially self-sufficient.

There are some individuals whose purpose in life apparently seems to be simply to amass information and collect theories that are never applied. If you are this type of person, it's all right with me, but the game of life becomes joyous when knowledge results in action geared at succeeding in those areas that make the game interesting, smooth, beautiful and cheerful. If you are, for example, sixty-three years old, without income, dependent on governments to support you, without your own peaceful home or family, you've got to agree that much could be improved. You are probably wondering what Personal Magnetism has to do with money, homes or health, and I tell you: The most successful men and women in the world, have become so, not so much by hard work, (although this

is an important factor), but by a natural or cultivated Magnetic Personality - a certain Personal Magnetism. This Magnetic Personality communicates with Confidence and Self-Expression after abandoning anti-progress concepts and conditioning, and replacing them with result-producing progressive concepts.

By "successful men and women" I mean, of course, those people who succeeded in an honest and ethical manner. Honesty with others begins by being honest and ethical with oneself. Only then can you attain Confidence and Personal Freedom. There are so-called, "successful" people whose success is only an appearance. Here comes Mr. Jonathan Pighead cruising in his Rolls-Royce which he bought with money he made, not earned, by exploiting the public and his twenty laborers in the production of bread, let us say, which is totally adulterated and devoid of any food value. This type of individual appears successful only to those fools who are totally lacking in magnetism and good character. He is, in fact, not successful. One can fool others but not oneself. Any person who succeeds by unethical means may have the comforts money can buy, yes, but down deep inside he knows how he got that success and "how" will automatically make him unsuccessful.

Perhaps at this point we should take a look at what success is. First and foremost, success has your own personal definition. What makes you feel successful may not be what makes me feel successful. We are all creatures of different desires and accomplishments. It may be that your feeling of success comes through acquiring money. My feeling of success may come from teaching and writing. Another's feeling of success may lie in being able to be self-supporting living alone in the woods. So success is as different as the difference between individuals. But I want to suggest an ultra-basic definition that is at the root of all success. It is this: **SUCCESS IS THE ABILITY TO THINK AND LIVE THROUGH ALL THE FARCES AND HOAXES THAT WERE INCULCATED IN US FROM CHILDHOOD, SO AS TO HAVE THE PERSONAL FREEDOM TO LIVE THE LIFE THAT IS THRUST UPON US, WITHOUT BEING ON THE DEFENSIVE, FOR THE ACCOMPLISHMENT OF SOME USEFUL END.**

Now, that's a long sentence. Shouldn't you read it again?

To achieve this success, one must have honesty. Honesty brings Confidence. And he must be able to convey that confidence to others. And this is where Self-Expression is necessary, as we will see later.

It is the intention of these instructions to create in every reader the desire to succeed in life. However, I'm not telling anyone what to do. I'm showing you what has worked for me and for hundreds of my voice students who sincerely threw themselves into this work. In order to achieve prosperity you will have to deal with society in general. This contact with others will help bring about this prosperity, therefore you will have to exercise your powers of attraction through Self-Expression.

Most people of worth will be able to tell that your assumed friendliness and attentiveness are false. Magnetic Personality traits cannot be falsified. They will be real and natural only after you give practice to them and graft them on your mind and nervous system.

Any person with the presence of Personal Freedom and magnetism, and great ability to express himself, even if poorly dressed, will not be ignored or treated with in-difference by others.

True success lies in the achievement of Personal Freedom. Personal Freedom comes, sooner or later, through the development of your Personal Magnetism and discipline. When these act on the four basics, Health, Power, Wealth, and Love and Sex, you can't help it but be successful and happy.

Your Personal Magnetism I believe to be the first thing to pay attention to. Money doesn't necessarily bring confidence. But Confidence always brings money. The study of Personal Magnetism when engaged in, under your self-determinism, will automatically attract opportunities for production and personal expansion that will have your wholehearted approval and make life worth living.

When I say above, "under your self determinism." I mean that you will be studying these things, not as a pastime or curiosity but with full knowledge that you are doing them, want to do them, and are intending to do the daily exercises which will be your pleasure to experience.

THE FIRST SECRET

Only with full intention will the daily observances, concepts and exercises become a HABIT. And here we have the first secret of this study. The practices as herein suggested are to be performed until they become a HABIT. But "habit" is really not the proper word. By definition, habit means an automatic action performed by yourself, which action became automatic due to too many repetitions of it while you were not quite conscious of what you were doing. The habit could be a good one or a bad one. As long as it was gotten through semi-consciousness it is not desirable. Here is an example: A man, for one of a million reasons, pulled his ear when he was nervous. He was not quite aware of it. Later he did it again. Then, again later, and again and again. He now has the habit of pulling his ear when he gets nervous. He didn't decide he wanted this habit. It just happened because he was unaware.

When I say that the performance of the exercises, as later explained, should become HABIT, they should be habits indeed, but initiated totally under your will. They will be training patterns practiced under your decision and awareness that will become a way of life as the old detrimental habits are looked at, understood, and eliminated to make room for the new habits. And all this is done with understanding rather than effort or drudgery.

The contents of this book are themselves charged with magnetic power and it can be asserted that the first reading of its pages will bring the reader into an inseparable partnership with them. You will instinctively perceive subtle truths in this work. If this will be so with the first reading, what can be said of the second and third readings that will constitute real study and practice? You will change for the better. You will begin to see life differently and will understand it better. You will begin to notice subtle influences that work for and against success and Personal Freedom.

After thirty years of investigation and study of many philosophies, I reached the realization that the transformation of character through the exercises in this course will lead one to success, with Confidence, Self Expression and Personal Magnetism, as evidenced by the spontaneous response of satisfaction, well-being and advancement in lifethat attend all students who have taken up this study.

Truth lies within every person, and when that truth sees itself in the outside world, through studying, reading, talking, etc., there has to come about a harmony and confidence in the mind and body of the realizer of that truth. Study this book, therefore, slowly and attentively, for the full understanding and application of its practices will change your life so radically that you will make yourself a dynamo of power to BE, to DO, and to HAVE anything you desire.

It is not to be assumed that the material herein is the total of all there is on the subject of Personal Magnetism. Here we have a summary of the salient points of the subject. These form a WORKABLE system for the many techniques, ideas, exercises and principles that have been used in the past by the most magnetic and successful men and women. If you begin at once to employ these techniques, you will see yourself changing, slowly but surely, from day to day. This is a promise! And if this is so, what can be said of the heights possible to attain as you continue applying the techniques in living life? These heights will mean to you, better health, power, improved communication, effortless attraction of friends and lovers, the ability to evaluate people, a general comprehension of the good and bad "games" that people play, and much more.

In a world so confused with modern bric-a-brac, Personal Magnetism comes as a torch that lights the way to the true timeless values of life.

PART I

ORIENTATION

Preliminary Instructions

The following instructions should be closely followed for optimum results. The exercises and Observances, as explained later, are presented in a mixed manner but are set up in a particular gradient of attainment that gives results and should be so studied. Since the four basic departments of life, Health, Power, Wealth and Love and Sex, all act and react on each other in attaining happiness, they will be developed together in a mixed manner.

As soon as you own this book, satisfy your curiosity by glancing through its pages from cover to cover. Just glancing here and there will do. Do not read anything yet.

If you simply read the book through, without the necessary practice, you will gain much less than what is intended. However, reading, alone, will effect quite a change in you.

This course requires two things: ATTENTION and PRACTICE. I repeat, DO NOT JUST READ IT. Just reading it through, even a bit at a time, will not bring about the complete Personal Magnetism necessary to attain Confidence and Self Expression and therefore Personal Freedom. This course is a workshop and if studied correctly will bring you benefits beyond your imagination.

So after satisfying your curiosity by giving the book a quick and thorough inspection, resolve to start at the beginning and go to work on one thing at a time.

In this up-tight, pseudo-progressive age, success is, more often than not, sought after by working long hours and literally killing oneself with effort. Success is often sought in how glibly one can sell something. Even the salesman with all his motivation courses and his "confident-handshake-approach," is at best, using a veneer unless he himself feels down deep inside the true basics of the techniques he is using.

Men and women with Confidence, Self Expression and Magnetism can't help it but succeed, because in every circumstance they will deliberately think and work to understand themselves and rid themselves of inherited negative traits that covered their true personality.

Each Observance or technique should be studied, read and reread often. The value of the Observances lies in their directness. Complicated theories are left out. We want quick understanding and effectiveness. Only with constant review, practice and contemplation, will these timeless principles graft themselves on your consciousness and lead you to your success.

HOW MUCH TIME WILL IT TAKE?

In these days when time seems to be so valuable, you will agree with me that the less time you spend on practices that are drudgery, the more time you will have for productivity, and productivity constitutes one of the important steps in attaining success. So you ask yourself, "How can I reach success quickly? I don't have that much time!" And the answer

is: Except for the exercises and drills on Magnetic Communication, which do take some time, the rest of the development of Personal Magnetism will not take any time at all. Personal Magnetism is a habit and a habit takes no time at all. Besides, to be a master of life you must learn to never be in a hurry. Can you imagine Benjamin Franklin, Henry Ford, or the president of a great company being in a hurry? Speed is sometimes necessary. Hurry, no!

The daily Observances actually take no time. Observances are observations which require that you be very aware at all times. And awareness takes no time at all. However, some minutes will have to be spent in solitude everyday creating your new personality. This will be productivity with little effort. There is no way to turn yourself around to face victory in five easy lessons despite what the "how to win friends" teachers tell you. This course works but you have to work with it. It requires some thinking and some writing.

As already stated, except for Magnetic Communication, the few minutes you devote to scoring yourself is not much of an expenditure of time. Personal Magnetism is a habit, and a habit is a manner of living. If you read of a better way to do something, is there any time spent in adopting the new way? If you walk around with your spine bent forward and I show you how to straighten up, how long does it take for you to adopt the new posture? Almost no time at all. You just have to remember to do it until it becomes a habit. That's all. This is the secret of progressive attainment - HABIT!

The Secret of Productive Study

The great prerequisite in learning anything at all is the ability to study. Show me a person that knows how to study and I'll show you a content person that will get ahead in life.

Study is both an art and a science, and very few indeed know how to approach it. In this society we live in, children dislike school and I don't blame them; and the very word, "study" is abhorrent to them. This is so, not because there is anything wrong with children - they are naturally curious and want to learn - but the majority of teachers and the educational system itself were never equipped to handle study problems and study itself. They just pass on to their students what was taught them. It takes a person of already considerable magnetism to question what was taught him and to stand as an independent thinker. Just as the best way to help a man is to help him help himself, so too the best way to teach a person is to teach him to teach himself. This involves the art-science called, Study.

The directions in this section on study are to be used in studying this course but they can be used to study anything.

The ability to study then, becomes of utmost importance on the road to a confident and expressive magnetic personality.

HOW TO PROCEED

The contents of this book can be practiced in two ways:

1. By yourself.
1. With a friend who, like you, is interested in self-improvement.

BY YOURSELF

Practicing alone at home is ideal at first and you will make a tremendous improvement this way. As you become advanced, it would be a good idea to join a class in expression or singing, or a group of people to communicate with after completing this course. You might want to get a group of students together one evening per week for the purpose of self-improvement with these techniques.

One of the best ways I know of to test your magnetism is to attend poetry readings. However, if you choose this way to test your magnetism, do not be misled by the utter dishonesty of many poets. After attending many poetry readings and observing the degraded lives of many poets, I came to the conclusion that 75% per cent use this art to justify their laziness and lack of integrity. They often are not honest with themselves as regards their reality in life.

WITH A FRIEND

You can derive great benefit from the course by finding - what we call in Personal Magnetism - an "ALLY." What is an Ally? An Ally is a friend or just another person whom you'll have to pick very carefully for the expressed purpose of improving together. This person should be of approximately your age and you should be able to feel very

comfortable with him or her. It should be a person who you feel you could trust with your innermost feelings. You can help each other in many ways. One of these ways is indicating to each other the bad and unmagnetic character traits that each one has. Because of this familiarity with each other, you can see that the person you select must be one with whom you can have mutual respect. Take your time in finding an Ally. He or she will be a friend for life, so seek carefully. Tell him or her about this course and then set up a practice schedule. If you can't find someone to practice with you permanently, then just continue having practice sessions with anyone you can invite to your home. Simply ask him to read the exercise you are about to practice and would he please, "see how I do on it."

You and your Ally can take turns being Trainers and Trainees. One student acts as the Trainer for a while then changes places and becomes the Trainee.

RETIREMENT

Man is a social being and should take part in society, but nowadays everything is "social" and he hardly has a moment to be alone. From the crack of dawn to the minute he goes to bed, all is filled with people, constant chatter and all forms of escape. He or she who would succeed must spend some time ALL ALONE everyday. Even if it has to be in the bathroom. I do not suggest that you retreat from others. Not at all. The one half or one hour of daily aloneness is to be a rejuvenation, a preparation to go back into the world. So the first requirement for study is some time spent alone everyday. This is called, RETIREMENT. When and where, is up to your discretion.

So take time out daily for a study period lasting anywhere from a few minutes to an hour according to your schedule. I have often said that LIFE IS NOT WORTH LIVING IF YOU CAN'T SPEND AN HOUR EVERYDAY OF YOUR LIFE IN COMFORTABLE RETIREMENT WITH YOURSELF FOR THE PURPOSE OF SELF-REFLECTION. Some students go into retirement at the same hour everyday, others do it at various times throughout the week. Scheduling is up to you, but do it everyday. Even five minutes will do to begin with.

During this time you will do three things:

1. Sit quietly and completely relaxed for a few minutes and see how you feel about your day's work and progress. Do you feel good about it? Did you discover something that could have been handled better?
2. Practice the exercises and the new habits to be attained.
3. Score yourself on certain Observances that will be explained later.

Some students perform the above in two or three different sessions. If you can take one half hour each day for the drills and exercises and score yourself at night before going to bed, it will be excellent. But any way you want to do it is fine.

Just for the sake of simplicity, let me tell you how one of my students has done it for a long time. Her preferred time for Retirement is at sundown, but since her work schedule does not always allow her to study at this time, and since she has time on Monday,

Tuesday, Thursday and Friday mornings, she makes her study period then for these days. On Wednesdays and Saturdays she retires at sundown. At these times she goes off by herself for about a half hour or an hour. If she's home, she politely asks her family not to disturb her under any circumstances. If she's out on the road traveling, she parks the car in a quiet place and relaxes and works. You could even do it in the bathroom. The idea is to NOT POSTPONE IT to another day when conditions are more fruitful. On the other hand, if you missed a day, then catch up on your work without worrying. After doing what she has to do on her retirements, she then applies it the rest of the time. Just before she goes to sleep she follows the directions for the Observances and some exercises, then falls asleep thinking about them. In the morning right after rising she follows the instructions for some of the exercises and this takes but a few minutes.

When scoring your Observances, as explained later, you will be asked to recall the events of the day. This will improve your memory and awareness to a marked degree. You will be amazed to notice this quite early in the study. Make sure you score yourself only for a period of twenty-four hours. For example: If today you score yourself for the previous twenty-four hours during your study period which is at three PM, and if tomorrow your study period is at 6 PM, then at 6 PM tomorrow you will consider the events from 3 PM the previous day to 6 PM. Keep this in mind.

NOTEBOOK AND DICTIONARY

During your periods of Retirement and study you should have a notebook and dictionary with you. Much of your thinking can be done with a notebook. This notebook is to become your greatest friend in life. Keep it for the rest of your life. Take it with you wherever you go. In this notebook you will write everything of a personal nature; inspirations, thoughts, ideas, exercises, drills, scores, plans, and everything that pertains to your progress in life. Have it with you at every study period.

PERSONAL SYMBOL

You are now to invent a Personal Symbol that will depict your greatest interests in life and/or ambitions. This symbol is to be drawn on the first page of your notebook. It is a quick way of constantly reminding you of your desires and what you want to accomplish. You may draw this symbol on small cards and place them on different walls where you can see them easily. Do not explain to anyone what they are about. This is a communication between you and yourself only. Example: Let us say that your three main ambitions in life are to have a beautiful husband, two children and a farm. You then would proceed to invent three symbols for this that can be interlaced somehow into one picture.

And so on. The idea is to have the symbol remind you at a glance what you want out of life. This symbol might change from time to time as your interests vary. However, these interests should be your most basic ones that have run through your life in the past and most likely will continue to run.

CORRECT STUDYING

The first thing to take very seriously is your reading. If you come across a word you don't understand - STOP! - and look it up in the dictionary immediately. This is of utmost

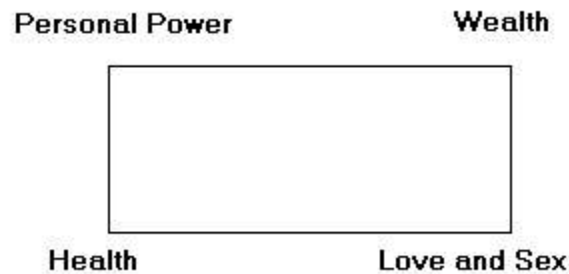
importance. A good dictionary and freedom to express yourself with words are the first requisites in developing magnetism. But the greater reason for establishing this as a habit is that if you go past misunderstood words, you will get confused and your mind will actually get foggy. You don't want to be confused, do you?

You will be asked to look up certain words in your dictionary. Any word meaning you are not sure of, **MUST** be looked up. Here are the steps that can be rightly called, The Secret of Study.

THE SECRET OF STUDY

1. Go off by yourself, dismiss all other business from your mind and start reading.
2. As soon as you come across a word you don't know the meaning of or you are not sure about, circle it in pencil and look it up in the dictionary immediately. This is of paramount importance. After you look up the word, write or speak a sentence of your own using that word. When satisfied that you understand the word, reread the section you were reading and think about it a moment. It has been discovered that various physical complaints come up as a result of not understanding words while reading. I have observed this in my private teaching and often the reason a student feels drowsy while studying, or feels his mind in a fog, temporarily or permanently, is that he has accumulated many words throughout his life and he doesn't know exactly what they mean. Words are crystallized thoughts. If the words are blurry so are the thoughts.
3. You should have three different color pencils with you when studying. A black one, a blue, and a red one. When reading the material for the first time, underline in black the principal thoughts of the text that you feel are of importance at the moment.
4. As you study each idea or paragraph, give it a moment's thought. Do not go on until you **COMPLETELY** understand it.
5. Start applying what you studied right-away.
6. Study the material a second time on another occasion and underline anything you consider important in blue. Some thoughts will have two underlines. One black and one blue.
7. Study the material a third time on another occasion and underline the same thoughts or new thoughts in red. Think in terms of the black underlines as being absorbed by the outer layer of your consciousness; the blue as being absorbed by the middle layer of your consciousness or deeper intellect, and the red as being absorbed by your very Being, the deep,deep layer of Self.
8. Make use of visualized designs to retain in your memory the different steps to certain techniques and/or complex subjects.

Example, the four grand departments of life.



A UNIQUE SYSTEM OF PRACTICE

I would like to suggest this system of practice that I believe has never been put into print before and that is highly workable.

Two of the major faults of students of self-improvement methods are,

1. They start placing too much attention on themselves so that their thinking becomes interiorized
2. They try to do everything at once and get confused as to what to practice and when to do it, etc., and finally end up doing nothing. It is like people who go on vegetarian diets and get so confused by the different theories and menus that they end up going back to their usual garbage.

To offset these two problems, we proceed as follows:

A. As regard to fault #1 above, you are to concentrate on yourself only during the practice session or any creative retirement. At any other time just go about your business in full awareness of what you are doing and simply keep reminding yourself of a habit to be obtained. Do not go around constantly finding fault with yourself or thinking, thinking of some problem.

B. As regard to fault #2 above, we have an interesting procedure. Self-improvement students are usually interested in many things and often they go through all kinds of torture trying to figure out how they are going to have enough time to do everything. For this reason the following system should be observed. However, if you have a system of your own that works well, that's all right too. The idea is to succeed.

We are living in a dual universe of two polarities: POSITIVE -- NEGATIVE, BLACK -- WHITE, NIGHT -- DAY, GOOD -- BAD, etc. The interaction between these two polarities gives rise to CHANGE, which is a law of the physical universe. Whereas the physical law demands change, the law of Being demands IMPROVEMENT. We can safely say that one of the commands of life is, CHANGE AND IMPROVE. This being so, our system of study divides its practice into two phases: Positive and Negative. The subtle exercises of Personal Magnetism are considered positive and other less subtle practice can be considered negative.

We therefore, divide the week into negative and positive days. Mondays, Wednesdays and Fridays, we will consider as being negative, and Tuesdays, Thursdays and Saturdays as positive. On the positive days we will practice the subtle exercises of Personal Magnetism and on the negative days we will perform other less subtle work.

This system introduces change in our practice regime, keeps us from getting bored and gives us poise and balance. Keep in mind that it is in the periods of rest between intense practice sessions that we do the growing.

Now, what are positive and negative exercises? Most of the exercises in this book are considered positive or subtle. Physical exercises are considered negative. Weight-lifting, jogging, calisthenics, swimming, etc., are negative.

Look over your other regimes besides Personal Magnetism and arrange a schedule according to this system. This way everything will get done. However, your period of Retirement and your Observances should take place daily. Here is an example of how I practice: On Mondays, Wednesdays and Fridays I practice running and bike-riding. On Tuesdays, Thursdays and Saturdays I practice magnetism, the magnetic walk, and some Tibetan calisthenics. I did the Observances everyday for a long time. I refrain from practice on Sunday.

MORE ON PRACTICE

At the end of each exercise or drill you will find a small grid with many little boxes. These boxes indicate the number of times you need to repeat the exercise. So place a dot inside each box for each repetition of the exercise. After having performed the number of repetitions requested, you then sign your name on the proper line as an agreement with yourself that you really completed the exercise to the best of your ability. The signing of your name gives you a sense of gradient approach to the whole thing plus a commitment with yourself. This is important.

After having repeated the exercise the requested number of times, if you feel you still haven't accomplished the object of the drill, by all means keep repeating it over and above the number of times requested. The number of repetitions asked for in the book are actually a minimum to begin to master the technique.

There is no reason you cannot repeat the exercises already practiced on another day; in fact this is encouraged.

I strongly suggest that you go through the whole course practicing each technique intensely everyday until you master it. After completing the course once, begin again at the beginning and master the most difficult techniques, practicing every other day. After the second completion of the course go through it yet a third time practicing the things you naturally like or need more work on, and finally adopt the lifetime exercises or habits for the rest of your life.

You will need a full-length mirror to practice the drills with yourself. Place it on the wall enabling you to see your face and most of your body.

When you are talking or performing for an audience, you are really performing for one person. It's all a matter of viewpoint. When you are practicing with only one other person get the idea that that person is a whole audience.

When you are practicing something that would best be done in front of an audience and there's no one around, just imagine that there is a room full of people in front of you. This will do the trick.

One of my favorite times to practice is at parties. I wait for a moment in the party when things are getting mellow and I begin by suggesting that each one of us play some kind of part, as if we were actors on the stage. This works very well and it's a lot of fun. Meanwhile you are watching their reaction to you as you practice some of the things in this book. As you improve with these techniques you will definitely see that they will react to you with admiration. When you reach the point of GAINING THEIR TRUST, your Personal Magnetism is assured.

If you are alone and you wish to do the exercise, "Being There," try doing it with yourself in front of a mirror.

When I began practicing these techniques I did them for a long, long time completely alone. Then I started practicing them with individuals and noticed that my general confidence had grown tremendously, therefore there was little embarrassment. Finally I implemented fully integrated honesty with myself, started lecturing and demonstrating these techniques in front of audiences, and found myself quite comfortable and at peace. All the hours I put into practicing alone really paid off. You can do the same thing.

There is really not much benefit in hurrying through these exercises. Take your time and practice each one until it is mastered. I repeat, do not go to a new exercise until the one you are working on is mastered.

Some of the material is simply to be read and understood. Once understood you sign your name, with the date, on the proper line. Some of it is to be practiced for a while and then discarded, some is to be turned into habits of living and some to be done for life.

Some of the things will require more practice than others in order to be mastered. In this case just keep practicing them without signing your name while you continue on with other easier exercises. Later, when you have mastered these more difficult techniques,

you then can go back and sign your name to each particular technique. However, all the techniques are listed in a particular order of importance and you should follow this order.

In the beginning it is probably better to always start your practice by going back to first exercises even though you have already signed them, and warming up to the most difficult ones. Keep doing this, gradually eliminating the earlier exercises until everything gets mastered.

HOW TO SCORE YOURSELF

The following scoring system is to be used on your daily periods of Retirement to score yourself on the performance of the exercises and the observance of the character traits of which "Limited Thinking - Philosophy," is the first. Actually, anything that is to be turned into a habit may be called an Observance.

Make a copy in your notebook of the scoring sheet or Chart #1 that follows. You must make a new chart for each of the techniques in this book that you want to adopt as a habit. As you add new sheets with new Observances, from time to time, you always go back to the first Observance or habit to score yourself on, each day. You will discover amazing things about yourself. For example: You might give yourself a high score for getting rid of the habit of fidgeting, for a couple of weeks, only to discover a little later that you are a fidgety person. It's very exciting. I'll let you find out for yourself.

All Observances are to be recorded on the scoring sheets in opposites, good-bad, positive-negative, etc. For example: The opposite of Clear Study is Confusion. The opposite of Retirement is Dispersal, and so on. You must invent an opposite to that which you want to attain. An exercise such as Confident Posture might have an opposite such as Meek Posture, or some such thing. The name you give to the opposite of what you want to attain is not as important as you knowing the negative aspect of what you are trying to accomplish.

You engage in both at the same time. An engagement is like a battle, so in the beginning pay special attention to the negative trait. As time goes by you will find yourself concentrating more on the positive ones. Even if you didn't concentrate on the positive traits, they would emerge automatically just by winning over the negative ones.

You must understand that these battles with your negative Observances doesn't mean **REPRESSING** them. That's too frustrating and unhealthy. What will happen is that as you get more experience in this work you will become very aware of when you act on a negative trait. As this happens, you are simply to **OBSERVE** it and **UNDERSTAND** what gave rise to it. Your natural desire to improve will gradually obliterate it through being aware of it and understanding it. **YOU ARE NOT TO REPRESS**. Some negative traits you will understand instantly. A bad fault will come back again and again as you drive it out of your life, but each time you engage in it, it weakens until you finally conquer it forever.

When you sit down to score yourself, do as follows:

1. Turn to the Scoring Sheet for the first Observance.
2. Scan through the previous actions of the past twenty four hours in your mind, keeping in mind Observance #1 - "Limited Thinking-Philosophy."
3. If it happens that you didn't think philosophically during the day, when you could have, then write the number one on the left hand column under, "Limited Thinking-Philosophy," on the proper slot for the day of the month.

Each time that you act a bad trait you lose ten per cent, therefore, for Observance #1 you lost 10% per cent. So write 90% per cent on the right hand column of the scoring sheet under Observance #1 for that day. For further example, let us say that you failed to do your exercises on Self-Effort the night before when your scoring period started, and during the day, instead of writing a letter that you had planned to write, you allowed yourself to drift in entertaining conversation with some friends when you knew very well that that letter had to be written today. In this case you failed to use Self-Effort twice, so you would write the number two on the left of the chart and 80% per cent on the right.

4. Now turn to the next Observance and do the same thing. Do the same for all of them.
5. If you didn't entertain any bad trait, mark zero on it and give yourself 100% per cent on the good trait.

You can allow yourself a Victory when a bad trait is kept out of your life for one month. At the end of each month you add up your percentages for each trait and if the score is 100% per cent, you give yourself a Victory by drawing a star, in red, on your monthly percentage Chart #2, for that month. Be honest with yourself. Entertain the opinion that you failed more readily than you earned an undeserved Victory. This will give you more power in the end. Decide in the beginning that you have all the bad traits and give yourself some time to really test yourself. As you engage the negative Observances, give the good ones attention. You will have to re-study the contents of each Observance often in order to remind yourself of the positive habits to be attained. Review and review often. Memorize as many character traits as possible. Know at once what good traits balance the bad ones. This way you take all the traits with you wherever you go and your mind will be on them.

Copy Chart #2 in your notebook and at the end of each month add up the scores. You estimate the monthly score by adding all the daily percentages for one month and dividing them by 30 or 31, the number of days in the month.

After three consecutive Victories on any one good trait, you win a Magnetic Personality Honor and that part of your character is considered to have reached the Magnetic Personality. When you win a Personality Honor you may discontinue the scoring for that trait but continue with the others, and add others of your own choosing. When you finally become free from all bad traits and aberrated conditioning, you are completely in the

Magnetic Personality; providing of course you also mastered the exercises. In the Magnetic Personality you will no longer manage your life using the bad traits and lies of the past. You will be acting from the viewpoint of who you truly are in Reality.

Some of the Observances are exercises, some are traits of character, and some are concepts. The bad ones represent the past and the equivalent good ones represent the future. The bad traits are the inheritance of the past; an inheritance of thousands of years of time. They still enslave humanity today. Can you think of any crime or any wrong doing that isn't a result of dishonesty, drifting, dispersal, confusion, false-pride, irritability, fidgety habits, greed, fear, envy, anger, etc.?

In your moments of solitude, when scoring yourself, you will have the opportunity to compare your worst side with the best. This is how you will improve. This requires patience and fortitude. At first your scoring will appear as a very laborious process; and it might be, for the first and second days. But within a week you will find it is easier and easier and less time consuming. You will simply go through the list of observances, one after another, scoring as you go along. As your memory of actions of the closing day or the previous day improves, the whole thing will go very quickly. However, remember no hurry! Consider this: All the courses you have ever taken before in institutions require you be there a certain amount of hours. That is how you learn whatever is to be studied. Well, this is the most important study. To complain about an hour spent getting ready for success, saying that you are a busy person, is giving up the contest before you start.

THREE KINDS OF STUDENTS

There are three kinds of persons who will undertake the study of this course.

(1) The first kind are the curiosity seekers and the dilettantes.

(2) The second kind will start with tremendous enthusiasm, doing all they are asked for a few days, and then gradually fizzle out.

(3) The third kind will start slowly, see the value of it, and continue steadfastly to the end.

The last kind of student will achieve success. The others will achieve something of value from the work each time they start it and hopefully in time they will graduate to the third class.

As you progress in the course, you will come face to face with yourself and often you will want to postpone the work. DON'T! I don't care how late it is, how tired you are, how many quarrels you've had, DO IT! If you are to build your Confidence, your Self-Expression and your Freedom, you must follow the old adage, "WHATEVER YOU

RESOLVE TO DO, DO IT QUICKLY; DON'T PUT OFF TILL THE EVENING WHAT THE MORNING MAY ACCOMPLISH!"

I guarantee you that once you get "THE FEELING" of Personal Magnetism and Confidence surging in your body and mind, it will never leave you. I'm not going to tell you what that feeling is, but when you "get it," you'll know it. If, after practicing this material for a while you are still not sure whether you received "the feeling" or not, you most likely didn't get it. If this is the case, I would like to help you in any way I can. I would like to hear of your successes and comments. Please contact me at the publisher's address.

NOW GO TO IT! AND MAY YOU TRAVEL ON THE WINGS OF EXALTATION!

Notes

PART II
PREPARATION

The Beginning Magnetism Builder

The beginning inquirer into Personal Magnetism doesn't always know himself. In fact, knowing oneself is a cumulative process and never ends. If it did, life could become very boring. Discovery is the romance of life.

The people with whom you come in contact everyday wonder about you much more than you think. They want to know what kind of person you are - what makes you tick. They, more than you think, see plenty about you that you don't know about. Unless you are already a magnetic person, this will be so. If they were to tell you what they see in you, you might be hurt, angry, or you might resolve to improve.

In this system you will be seeing yourself as you really are, naked in the wind, and you will be observing the good points and the bad points of your personality. This takes courage. Are you courageous enough to confront yourself?

THE PERSON WHO, AT THE BEGINNING OF A NEW DREAM, BEING COGNIZANT OF A ROUGH PAST THE PERSON WHO, AT THE BEGINNING OF A NEW DREAM, BEING COGNIZANT OF A ROUGH PAST, MAKES A PLEDGE TO HIM/HERSELF THAT HE/SHE WILL ACHIEVE THAT DREAM WITH PURPOSE AND FULL COMMAND WILL INVOKE A TEAR OF JOY FROM THE GREAT MINDS IN THE UNIVERSE AND WILL, FROM THAT MOMENT ON, LIVE IN TUNE WITH THEM.

Decision is one of the great virtues of a magnetic character as you will see in a few pages, and its importance is recognized now at the beginning of training. Decide to improve yourself to the best of your ability here and now. Tell no one that you are working on your character. Some people have a way of discouraging others from doing the things they themselves cannot handle. This work is between you and yourself. For some drills, you will use your ally or any person you can find who is interested in improving, but never, ever get into personality comparisons or gossip. However, you can recommend the book to anyone, telling him how he can get it, but do not discuss your own private work with the scoring of the observances that are coming up shortly. Simply say to him that it has brought you much joy, and that his life will improve if he studies. People will notice your improvement soon enough.

Keep a record of your progress from the time you enter Part 3 until you reach mastership. CAUSES OF FAILURE REVEALED.

In this discussion, we will try to stay away, as much as possible, from complicated theories and psychological bric-a-brac. The subject of personal magnetism could be made extremely intellectual and complex, but this in no way would help develop it quickly and efficiently. We'll try to keep explanations short and to the point and get the benefits from actually DOING something. On the other hand, some explanations are necessary but we'll try, as much as possible, to stay away from theories and base our conclusions on that which is observable; that which we can see if we care to look; that which life has experienced from its beginnings.

I have observed that the causes of failure are as follows:

1. Lack of knowledge - data.
2. Laziness.
3. Suppression by unprogressive people.

I have observed also the relative percentages of these causes of failure:

1. 30% - Lack of knowledge - data.
2. 20% - Laziness.
3. 50% - Suppression from unprogressive people.

This is not a scientific delineation but an honest conclusion based on careful observation. You can observe it also.

LACK OF KNOWLEDGE

Many people do not advance in life simply because they don't have the right information for accomplishing whatever they want to accomplish.

Many others have the wrong information. Wrong information is often given by those people in cause #3 above.

Another barrier to success is the lack of knowledge concerning one's mental and emotional state. Many there are who are victims of their own and others' mental poisoning. They experience all kinds of fear, anxiety, and other goodies that manifest as a result of disharmonies between the reasoning of the conscious mind and the contents of the subconscious. We will deal with this later in the book.

For a great part of my life I never knew anything about finance, business or management. I was conditioned by the often heard statement that artists are impractical and too wrapped up in aesthetics to pay attention to material things. I also used this as a rationalization for my laziness in demystifying finance and personal management. So my life was a financial mess. I also had 20 years of papers, (some very important,) stuffed in boxes and drawers.

One day my brother came to visit me and I was astonished at how much he knew about finance and consequently was doing very well in life. I decided right then and there that if he could do it, so could I. As soon as he left I went to my library and pulled out a book I had bought three years earlier but hadn't read. I had decided it was too complicated and that it was good only for people who had money. That book is, *Wealth Without Risk* by

Charles J. Givens - which I recommend highly to all students who are interested in financial prosperity.

I made the decision that I would study it from cover to cover - which I did. Later, I acquired the same author's, Financial Self Defense and Super-Self.

To make a long story short, within 9 months I straightened out my whole financial life. Also I can go to my file cabinet and locate any paper, bill or information in seconds.

This was clearly lack of knowledge. I simply didn't know that techniques existed for the average person to be at total cause over his finances. There was also laziness involved for, earlier, I never bothered to look in the dictionary for the definition of some of the words connected with finance. There was also misinformation and wrong concepts in my mind from earlier books on money that were not based on bare reality.

Charles J. Givens' books are based on reality and therefore his strategies work and work rapidly.

This is an example of cause #1 and a little of the other two.

SUPPRESSION FROM UNPROGRESSIVE PEOPLE

Did you ever notice how most people are fond of giving you "good advice?" And in giving it, "for your own good," they scare the living daylights out of you? They always put obstacles on your path. They dream up every situation that could go wrong and then "caution" you.

Stay away from these people. They are all around. Magnetic and successful people don't go around asking for advice. They look at any situation realistically and come to their own conclusions and decisions. This is one of the reasons why I refrain from telling people about my projects. The progressive person will always encourage you in your goals. If they caution you it's in a small way while at the same time telling you that you are capable of doing anything.

In this respect another cancer exists in our governmental and bureaucratic systems which is even more pervasive than the suppression by people at large.

Did you ever notice how difficult it is to get anything done when dealing with bureaucracy? This is true all over the world. Why? Very simple. In general, our anti-civilization is caught in chains of causation from the dead past. These chains are anti-progress. They have a lot to do with fear and envy. This fear and envy have a lot to do with laziness (which is one of the greatest negative chains of causation). Where there is laziness there is no production. Where there is no production there is a loss of self-esteem. The opposite of self-esteem is false ego. A false ego envies the happiness and prosperity of the producers of values. So with envy and false ego these people take to controlling others in order to survive. So they naturally drift to professions and jobs that

allow them to have "power" over other people - whom they envy. And so these people make life very, very difficult for others.

A few years ago I spent a seven month self-exile in Ft. Lauderdale, FL, in a small cabin surrounded by mango trees. I had a lot of time to think. It was there that I wrote this statement, "Life, for the most part, is very easy. The only difficult part about it is having to live with beings that make it very, very hard."

How do you get around this problem? By observing the truth of what is stated above. Once observed, the power of the unprogressives ceases to exist for you. For, you will simply disregard this negativity. You will realize that their "power" is false - for it is based on non-production - and yours is real for it is based on honest production. That's basically it in a nutshell.

However, the problem goes even deeper when we start questioning the beginnings of suppression and anti-progress running loose in the world.

CHAINS OF CAUSATION

When we look at the world we can't fail but notice that there are three basic kingdoms of existence. They are:

1. The Mineral Kingdom.
2. The Vegetable Kingdom.
3. The Animal Kingdom.

Of this last, we humans are supposed to be a part.

So we have these three kingdoms. But through observation I have concluded that these three kingdoms are not enough, so I "invented" four others that can be seen also, if you care to look very carefully. The seven kingdoms of existence are:

1. The Mineral.
2. The Vegetable.
3. The Animal.
4. The Lower Human.
5. The Middle Human.
6. The Higher Human.
7. The Super Human.

One kingdom is always progressing to the next. Each kingdom passes its experience to the next, and civilization is made up of all that has gone before plus the dream of the future.

Civilization is constantly in the process of change. From the brute age thousands of years ago, civilization has evolved to the present - the age of confusion - which is about to give way to the age of honesty. Otherwise it cannot survive. There is mounting evidence that we are approaching a golden age, probably from the year 2000 onward. One thing is for

sure: Life on earth cannot continue the way it is now without some kind of mass destruction taking place.

From the mineral kingdom we see a continuous evolution to the higher kingdoms of humanity. Everything is constantly changing. Values change. Humanity's understanding of nature's law changes and society changes. But society is me and thee. We as individuals give rise to society. If we as individuals simply follow the herd that came before, if we accept the customs that came before without investigation, then we are creating a society according to our values. The person who is studying Personal Magnetism should be individual enough, original enough and brave enough to think for himself, to observe for himself and to take responsibility for his own improvement; his own creation.

But mankind is very much asleep, lazy, and its awareness is very much short sighted. In our greed and false pride we race to our physical and psychological graves in a stampede of death never realizing that the only precious moment is of the NOW. He who would be magnetic learns to not be in haste. Hurry is not the game of the Magnetic Personality.

However, time should never be wasted. Constant activity should take place in order to create happiness, prosperity and real romantic love in this, until now, brief span of consciousness called life.

We find many problems in the human kingdoms, especially in the lower ones. We find murder, rape, greed, vanity, jealousy, drifting habits, irritability, disregard for knowledge and many other goodies. Why all these problems in the kingdoms that are supposed to be the epitome of consciousness; that supposedly are greater than all the other creatures; the kingdoms that can think and are aware of their own thinking?

Well, it appears that one kingdom prepares the ground for the next kingdom. The second kingdom is more evolved and developed than the first; the third kingdom is more evolved than the second, and so on. But the greater always contains the lesser. In other words, the vegetable kingdom has everything that was in the mineral but contains something greater than the mineral. The animal kingdom has everything that was in the mineral and vegetable plus something greater. So, when it comes to man, he contains everything that was in the previous kingdoms. He has everything of a negative nature that existed before him. But he also has something greater. He can think, reason, has emotions, and he can be aware that he has them. And here lies the problem, for he can choose to give life to the inherited negative influences, or traits of character, or to the positive attributes that he has above all the other kingdoms.

It seems that mother nature discontinued telling man what to do as she had been telling the three earlier kingdoms in the form of instinct. But it was man who, with the dawn of consciousness, began to refuse automatic directions in order to become the independent and self-possessed individual that he truly should be. Man had to think and learn by himself. It appears that the more life evolves, the more it becomes responsible for its own creation.

What would happen to a child, whom, as it got older and older was still being told what to do and being protected by its mother? The answer is obvious. The child would never develop. It would never learn to take care of itself. So it appears that humanity is learning and developing by itself. And so we often make mistakes.

We are learning to master the physical universe. The more the mastery, the more the happiness.

On top of this we have another complication. That which is developed of late in man, which is his consciousness of himself and his reasoning ability, is younger in time than all the experience of the past kingdoms which is contained as memory in his subconscious. Moreover, all man's thinking is based on that which he has learned and experienced consciously and subconsciously in his present life and in all the millions of years of his heritage from the previous kingdoms. This is quite a predicament, for humanity is all tied to CHAINS OF CAUSATION from the dead past. Everything that was called experience, conscious or not, that took place in the Mineral, Vegetable and Animal Kingdoms, plus the conditioning since birth, are very much influencing humanity now. Taking in consideration how many thousands of years it has taken for the Mineral Kingdom to give rise to the Vegetable and for the latter to give rise to the Animal kingdom, and for the Animal to give rise to the Human, we see that man's mind is still very much a baby. Add to this the negative influences or inherited personality traits from chains of causation begun in the long dead past, and again add the suppression by the unprogressives for the past 2000 years, plus the childhood conditioning, and you have the cause of all failure in life. This is the whole problem. As we get rid of these inherited negative traits we bring to light all the innate and beautiful traits that are automatically expressed by the Real Self when cleansed of all the conditioning of his past life and his ties to chains of causation from the past. That's why self-improvement is a must for those who would experience any kind of success and/or Personal Freedom in life.

The Real Self is the true person cleansed of all aberrations and conditioning. He knows he can reason; he knows reason is what makes him different from the lower animals; he bases his reason on reality and not whims.

The Actual Self, as I call it, is the Self that is in action in the present moment, not being aware that he isn't being real. More on this later.

So we have seen how evolution has taken place and is taking place from the Mineral to the Super Human Kingdom. We have seen how the protection of nature through instinct is lost to a great extent when the Animal Kingdom gives rise to the human. We have seen how humanity is left to learn about life by itself and we have seen how man with his lack of knowledge and immature thinking has made life a mess. We have also seen that humanity, for the most part, is drifting, mostly influenced by chains of causation that began in time immemorial.

The next most logical question then, would necessarily be, "Well, the way you're talking it would appear that we are pretty much slaves of the dead past? Are we? And if we are or aren't what do we do?"

What do you think? Have you thought about it? Because, if you think about it very deeply - not superficially or as an intellectual pastime - it will be the beginning of your individual freedom. Individual freedom is part of evolution and it is this evolution of Being and understanding that brings with it a great mental magnetism. Don't think that evolution of Being and understanding is something that you will attain by a certain day, like receiving a college degree. No, evolution is always taking place; self-improvement is continuous and it is this continuity which is necessary for the permanence of Personal Freedom.

So are we slaves or are we free? Do we drift along or can we improve our lives?

This is one of the oldest philosophical questions that has occupied the mind of humanity. Some say we are free, others that we are slaves. I say that we are either of these according to our understanding. If we drift along totally impelled by the chains of causation and conditioning that we talked about, we are mostly slaves. If we break away from these chains we are then free. Actually we are very much slaves of influences that come from without us and within us but we are free in that we can choose between these influences and impulses.

This is such a great subject and volumes could be written on it, but I just introduce it here briefly because my intention is to start you thinking about these things, because, only with an inquiring mind will you be magnetic enough to continue unconditioning your character. A magnetic personality is not going to manifest itself unless you work at it. And working at it means:

1. Perpetual vigilance with yourself so as not to allow reasoning based on whims, misemotions, feelings, etc., to take the upper hand.
2. Observation of life.
3. Doing the exercises, making friends with yourself, scoring yourself daily, retiring into aloneness for a short time everyday, and all these will bring UNDERSTANDING. I didn't say sacrifice. No! No sacrifice is needed. Just understanding. Not understanding for other people necessarily. Just understanding of yourself and your relationship to life. Because, if you are on the path of understanding these things, you will understand others automatically and they will be attracted to you.

How then are we to become free? How are we to disconnect ourselves from these influences of the past - the chains of causation that keep us from winning in life?

First, we must discover if it is true that we are slaves to these chains. To do this we must LOOK; we must observe. That's why the techniques in the book are called Observances. To observe we must be totally aware of every moment, every desire, every impulse. Which means that you can't go out every night and get drunk and "stoned" on drugs and then expect to be able to look.

But then, when we look, we must yet be aware that most often the very eyes and awareness that are looking are themselves conditioned by the chains of causation. So how do we escape this trap?

To a great extent you have already escaped it simply by understanding the last few lines written. If you know a trap exists you are prepared. You escape the trap when you look and investigate as if it were the first time you were doing so, which means you are not resisting the negativity nor invalidating yourself according to your past conditioning. You simply look and understand in totality through your objective judgment in the present moment. Once you assure yourself that these chains of causation do in fact exist, you then can use your freedom to choose the change that will bring benefit to you. There are good bad chains of causation. As a child, you saw your mother being most kind to an injured animal. This started a good chain of causation of kindness.

In childhood a buddy of yours induced you to steal candy from a store. This started a bad chain of causation for stealing. And so on. But if these chains begun in childhood were the only ones it would not be so bad. The fact is that deeply buried in the memory of the subconscious there are all kinds of vicious chains from cellular memories of the struggle to survive. These influences affect us subtly one way or another. As we do away with these influences, to that extent do we become free and magnetic. Laziness or drifting, for example, is one of these bad chains of causation inherited from the cave man days. How does one free himself of it? Well, first he must know that he is lazy. To do this he must LOOK. He must be aware of his laziness. Now he realizes that he has been and is lazy. So what does he do? Does he become guilty, ashamed, self-invalidating? If he does, he is only looking at his laziness with eyes that have been also conditioned by the guilt, shame and invalidating chains. Do you see the predicament? So what does he do? He does nothing. He simply looks at reality - WHAT EXISTS - which is the laziness. With this complete and unconditioned observation, (Observance) comes UNDERSTANDING; and with understanding the laziness ceases. You see, understanding is the mother/father of joy, peace, tolerance, compassion and love.

So, from today on, you should be observing everything on the outside and on the inside of you. You must be aware of every impulse, every desire, every sensation, every fear, every negative and positive feeling that happens in your inner world and in the outer world. I didn't say, "analyze." Analysis is not needed. It's a waste of time. Just plain dispassionate observation of what is going on, as if you were outside of yourself observing a play called life.

Once this is accomplished you then have Personal Freedom. And what is that? IT IS THE ABILITY TO REASON LOGICALLY AND IN CONTEXT IN DEALING WITH EVERYDAY REALITY. THE MIND IS THEN CLEAR AND FREE FROM THE DISCOLORATIONS OF LIES AND PAINFUL AND UNPROGRESSIVE CONSIDERATIONS. THIS IS THE REAL SELF THAT WILL ATTAIN PROSPERITY AND LOVE.

Getting Ready to Work

Are you ready to go to work? To start creating yourself anew? To get rid of the cobwebs of thought that have held you prisoner to failure?

Do you realize that failure is just a viewpoint - from lack of knowledge? That a negative viewpoint is simply THOUGHT chained to the past? Do you know that just as you can eliminate the habit of scratching your nose, you can also eliminate the habit of wrong thinking?

Are you aware that the PRESENT is all that exists? That the PAST is simply a memory and the FUTURE is an idea? That what we call the PRESENT is simply a turning point between the PAST and the FUTURE? That a successful FUTURE is made completely from the PAST and PRESENT? That your present personality is most likely the result of drifting habits established in the long PAST? That in attaining Personal Freedom you must confront, without resistance or invalidation what you made of yourself in the PAST? That in developing a Magnetic Personality you must start NOW, in the PRESENT to lay the foundation for a good PAST which in turn will establish the habit of a Magnetic Personality in the FUTURE? That you are only FREE when you realize that everything you've thought and done was hopelessly bound to the PAST?

Now begin at the top of the page again and ask yourself the same questions. Give yourself a few minutes to think over each question. I know you are in a hurry. If you are, STOP! This work cannot be accomplished in a hurry. You will fail. Now let's begin again. Go back to the beginning and think over each question keeping in mind the fact that all that exists is the PRESENT, and that is but a fleeting moment.

What we call the PRESENT is simply NOW; but as soon as you read this next word - NOW - the first word NOW, is already in the past. You are living in a succession of NOWS that are making an ugly or beautiful PAST, and your FUTURE is the gradual completed product of the PAST you are creating through a succession of NOWS. There is no need to hurry. If you hurry you are constructing a weak PAST. And since the FUTURE is the product of the PAST, you don't want to have a weak PAST.

THINK! Now go over the questions again. Come back to these questions every so often and meditate on them. Such meditation will help bring you success.

I am aware of the fact that there are several viewpoints on the subjects of Past, Present and Future, yet I dare say that this concept of time holds one of the keys to Personal Freedom and, if presently you cannot accept it, in time you will prove its truth to yourself.

I am wondering if you've caught the idea of the importance of NOW in creating a PAST that snowballs into a great FUTURE.

Study this book in every moment of NOW that you can spare. Practice the exercises and habits in each NOW-DAY. Study other works in the NOWS ahead and you will be building a PAST that will support you majestically in the NOWS OF THE FUTURE.

Self-Commitment

You are about to start a new life. The good of your past will now come to the fore and the bad will be looked at by you and neutralized with your gaze and your understanding. The bad are simply the things, known and unknown, that you haven't firmly looked at and decided to understand and therefore drop. Incidentally, many students are often confused as to what is good and what is bad. It's really very simple.

The dreamers, existentialists and pseudo intellectuals, say that bad and good are relative. That what is good for you might not be good for me and vice-versa. That what is bad to society might not be good to you. That what is good for a child might not be good for an adult, etc.

There is some truth in all this, but we magnetists need something more stable on which to base our rational decisions. If the above is true - that everything is relative - then we have a totally confused world - which is a fact. Now listen to this: **WHAT IS RELATIVE AS REGARDS GOOD AND BAD, IS OUR PLUS OR MINUS COMPREHENSION OF GOOD AND BAD.** It is simplicity itself. There is an absolute law to determine what is good or bad: **PAIN.** Nobody wants pain or discomfort. Unless they are neurotic or insane, (and this is just a few), no one wants to suffer. So, what has pain, discomfort, illness and death, is bad. It's counter-survival. What has peace, joy, pleasure and health is good. It's pro-survival. And that's that.

Where then do you draw the line? First you must consider yourself; what is good or bad **FOR YOU.** No matter how the religionists try to make you feel guilty for being "selfish," remember this: The key to sanity is rational selfishness.

However, you don't live alone. You live with your family, your relatives, your friends, your fellow workers, your club, your cat, your plants, society, income tax, etc. And last but most important you have to live with yourself. And, in regards to your thoughts, you are alone. Where do you draw the line between what is good or bad for you, and what is good or bad for others. You take in consideration what is good for you, your family, your friends, your organizations, the rest of mankind, living things, your planet, the arts and spiritual development. The more beautiful your personality, the more of the aforementioned you will take in consideration in determining what is good or bad. But your survival should always come first, rationally and without guilt.

Whatever is good, is living. Whatever is bad, is dying, in a sense. It might not appear so, but if you think hard about it you will come to this conclusion. The good goes forward. What is bad might appear to have continuity for a time but then falls on its face like a drunkard after a happy spree. And this is about all I can say on the subject. You yourself will be the judge as you evolve through this course and its application.

Do not mourn over the mistakes of the past but realize that you are living constantly in a **NOW** that is making your past. And the past, makes the future.
BEGIN YOUR LIFE NOW!

THE PLEDGE

You will be required to sign a Pledge to yourself very shortly but before you do that, let us pause here and do the following steps:

1. Leaf through this whole book from cover to cover and see how interested you are in its contents. **DO THIS NOW!**
2. Do you have your notebook and dictionary?
3. Have you given some thought as to when your period of retirement or aloneness will be?
4. Have you drawn your personal symbol?

DO THESE THINGS NOW!

Before signing the pledge, go off by yourself where you can be with your thoughts. In the silence of that aloneness think of life and what it means to you. Ask yourself, "Am I in earnest about this?" If you cannot, in your heart, answer yes to this question, then do not sign the pledge, but wait for another day when you can be alone again to ask yourself the same question. The answer will have to be in the affirmative before you can sign the pledge and start the actual daily practice. Your affirmative answer must be in earnest, with will, determination and enthusiasm.

STOP READING NOW AND ASK YOURSELF THE QUESTION ABOVE!

Was your answer, "yes?" Fine! If so, wait yet another twenty-four hours before signing the pledge to see if there is any wavering of determination on your part.

I know you are in a hurry to start, but if you hurry you will fail. The truth is that if you've read this far with enthusiasm, you've already started.

You see, as you sign that pledge you are drawing a line between your past and your future; your old personality and the new magnetic one. When you lift your pen from the paper, you will have promised yourself a great purpose of life which is: **CHANGE AND IMPROVE!** Now read the following pledge thinking about its meaning as you read. Read it over again and then sign it.

Note: You are free to change the words of the pledge any way you desire. However, the basic idea should remain the same.

The Magnetic Pledge #1

I, THE UNDERSIGNED, WILL DILIGENTLY STUDY EVERY WORD OF THIS COURSE FROM BEGINNING TO END. I WILL RE-STUDY SAID COURSE OFTEN. BECAUSE I WANT TO BETTER MYSELF AND IMPROVE MY PRESENT PERSONALITY TO ONE THAT IS MAGNETIC, CONFIDENT AND EXPRESSIVE, AND BECAUSE I WANT TO SUCCEED AS A PERFORMER OR/AND IN ANY CAREER I CHOOSE, I SOLEMNLY PROMISE TO ADOPT THE OBSERVANCES OF MAGNETISM IN MY LIFE, TO ENTER EACH DAY WITH ENTHUSIASM, AND TO MAINTAIN DAILY, AT LEAST THE OBSERVANCE OF SELF-EFFORT EVEN IF I FAIL IN OTHERS. I PROMISE TO PERSIST THROUGH TO THE END AND TO KEEP MOVING FORWARD WHEN I FAIL. I PROMISE TO SCORE MYSELF DAILY ON SAID OBSERVANCES AND TO FOLLOW DIRECTIONS TO THE BEST OF MY ABILITY KNOWING FULL WELL THAT THE SAID DIRECTIONS ARE FOR MY SUCCESS IN BEING, DOING AND HAVING ANYTHING I DESIRE.

Signed thisday of200..... at (hour).....in
(place).....

CONGRATULATIONS! YOU HAVE TAKEN THE FIRST STEP TO A NEW LIFE!

Now, fill in the following note: ENTERED THE ROAD OF PERSONAL
MAGNETISM ON (date)..... AND COMPLETED IT ON.....(Fill
this one in when you complete the course)

Now, continue with the presentations that follow and be very, very sure you understand everything.

Study Chart

PERSONAL MAGNETISM

HOLISM

AESTHETICS

EMOTIONAL POWER

- 1. Calmness & Reserve
in Muscular & Nervous Systems
- 2. High Nervous Tension
held in repose
- 3. Powerful Eyes

- 4. Mag. Comm. through:
 - Presence
 - Thoughts
 - Feelings
 - Voice
 - Face
 - Eyes
 - Touch

- 5. Honesty
- 6. Magnetic Voice
- 7. Excellent Poise
- 8. Open Face
- 9. Living Grace

CONFIDENCE & SELF-EXPRESSION

MAGNETIC PERSONALITY

HEALTH

PERSONAL POWER

WEALTH

LOVE & SEX

HAPPINESS

PERSONAL FREEDOM

SUCCESS ON THE CONCERT STAGE OR THE STAGE OF LIFE

EXPLANATION OF THE CHART

Success as a performer on the concert stage or the stage of life, is attained through your Personal Freedom.

Personal Freedom is attained through the development of your Personal Magnetism.

A. Personal Magnetism divides into three departments:

- a) Holism
- b) Aesthetics
- c) Emotional Power

B. Holism contains:

- a) Calmness and Reserve in the Muscular and Nervous Systems.
- b) High Nervous Tension held in Repose.
- c) Powerful Eyes.

C. Aesthetics contains:

- a) Magnetic Communication through:
 - b) The Presence.
 - c) The Thoughts.
 - d) The Feelings
 - e) The Voice.
 - f) The Eyes.
 - g) The Face.
 - h) The Touch

D. Emotional Power contains:

- i) Integrated Honesty.
- j) A Magnetic Voice.
- k) Excellent Poise of Manner.
- l) An Open Face.
- m) A Living Grace.

E. Personal Magnetism and its three departments produce:

- a) Confidence and Self-Expression.

F. Confidence and Self-Expression bring about the Magnetic Personality or Real Self.

G. When the Magnetic Personality acts on:

- a) Health

- b) Personal Power
- c) Wealth
- d) Love and Sex

You then get Happiness and Personal Freedom. Happiness and Personal Freedom bring success on stage and life in general.

Forty Nine Days to a New Life

Now let's get down to work. You can actually change your life in 49 days if all the directions are followed. Of course, the more important and meaningful changes will require a lot more time and practice. But the fact remains that with this course you can bring about changes in your life that will amaze you. Little things, in time, bring about big things. So follow these techniques very carefully and see what they will do for you.

The term, "forty-nine days" needs some explaining. What it means is that on each "day" a new technique is introduced to you, but the day is not over until you have turned that particular technique into a habit of living - that is, until you've adopted it as a way of life.

I'm not so shallow as to believe that just because you understood and practiced something new in one day you are now a changed person. This is foolishness. What is important in this course is that in each day you add a new practice to your daily way of life. In other words, you have twenty-four hours to reason with the new technique, experiment with it, and adopt it as a permanent practice. Now, if for example, after having been introduced to the breathing techniques, it takes you a month of constant practice to make it a habit of living, then that "day" of attainment is not over until that month ends.

You are to study the material only one "day" at a time. In other words, study Observance #1 for the "first day" only, and apply it all day. On the second day you study the material for the "second day" and apply it all day long. But there is this important condition: On the second day you are not only practicing the material for the second day but the material for the first day as well, and so on for the full 49 days. This is a cumulative process. It means that on the 13th day, for example, you are still practicing all the material that isn't yet mastered, for all the days.

It is hoped that you will continue these practices naturally as a way of life for the rest of your life. As you continue in the practice you are changing yourself from where you are in life to a much more exalted state as the months go by.

The techniques at first glance seem to be unrelated but I assure you that they are not. They all have one thing in common and that is the reconstruction of the different attributes of a magnetic personality. You might be working with an exercise on Walking one day and one on the Voice the next day. There is good reason why this is so. Rather than get into complicated explanations I prefer that you do the exercises and find out for yourself.

Very heavy stress is placed in the development of the Magnetic Voice. This is because magnetic vocal communication is not only the quickest way of attracting others, especially members of the opposite sex, but I consider it to be the most direct method for influencing the subconscious and expanding your sense of aesthetics and aspiration.

When you have mastered all 49 Observances you will be living them in each twenty-four hours.

Notes

PART III

ACTION

First Day on the Road to Personal Magnetism

Observance #1

Limited Thinking - Philosophy

Why are you studying this stuff? Why did you buy this book? Or, if this book is part of a class, why did you join the class? You say you did it because you want to better yourself - to improve yourself as a person. But why? To make more money? To attract a loving mate? To show off? To succeed in your career? And what is success anyway; and why succeed? Did you think about all this? If you haven't, give it some thought right now.

It seems to me that if you are after self-improvement it is so you can be at cause over your life rather than at effect. Isn't it so? In other words, you want to master your life and your environment rather than have them master you. You want to be in control. You want to be the captain of your ship. And why shouldn't it be this way?

You may have come up with all kinds of answers for the questions above, but does it not all boil down to the feeling that being the captain of your life, is not this control what gives one self esteem, and is not self esteem the basic ingredient for happiness?

You were probably told from childhood that puny little you cannot control anything, that compared to all the forces in the universe that you are nothing. So you, I and the rest of the population have been conditioned to believe just that. We were told that some power, some place, controls our life and that we should submit to it. Religions, governments and the "authorities," in order to control us and to live off our production, have, first, preached to us about some glorified unseen powers and second, have created guilt in us when we didn't submit to these powers. And so we all have been brought up full of guilt from innocent sex to using our minds without being slaves to exterior authorities.

The most difficult thing I've ever experienced in over 30 years of teaching is to convince someone that he can do anything; that He/She is all powerful. They will argue for hours trying to prove to me that they are slaves to fate and that it would be very, very difficult for them to change. They even try to convince me that I'm a little nothing just like all humans on this planet.

Now, let me tell you something: With the exception of controlling death and upheavals in nature, such as earthquakes, storms, tornadoes, etc., there's nothing Man/Woman cannot do. But even as time goes by, Man/Woman will be able to extend his life indefinitely and control all upheavals of nature.

Even though the extension of life has already taken place, though slowly, one of the reasons why it hasn't been extended to, let us say 200 years, is that we absolutely, unconditionally believe that we "gotta" die. Yet there's no scientific evidence that Man/Woman "gotta" die. Most religions and mystical organizations today would consider

you an atheist if they heard you say you wanted to live forever. For, if you did, you wouldn't ever be able to go meet your "maker" and so they would be out of a job.

We are living in a deathist society. Yet nobody in his right mind wants to die. So, if nobody wants to die, why is research in biological immortality so looked down upon? Why aren't more people researching in this area? I'll tell you why: Because the population in this anticivilization is completely conditioned by lies. They believe Man/Woman is basically bad. And since He/She is bad, he needs governments and exterior mystical powers to keep him in line or to "save himself," as it were.

Now, they are also under the impression that in order to survive they have to "screw" each other. In other words, "everybody knows you can't be honest and succeed." So governments, bureaucracies, and the organizations and cults that sell exterior powers, start selling deathist concepts also to keep the people feeling puny and helpless so they can be "helped." And so here we have the beginning of the masters and the slaves. And this has been the story of the world for 2000 years.

Of course it's the individual's fault for not exercising effort in original thinking and educating himself.

Now, let me tell you something else: There is no greater power in this universe than Man/Woman. Sure, we make many mistakes, mainly for lack of knowledge, but we also create great things. When the mind of Man can create a computer or build spacecrafts that can go to Mars to look around, there's nothing puny about that. Nothing is impossible to Man/Woman's mind. In it the potential exists for omniscience and therefore omnipotence. As soon as you stop thinking the way "they" always wanted you to think, in that moment you will tap into that potential for omnipotence.

Now, you think all this is strange talk, do you? Well, it is! This Observance is being written to get you to think for yourself and to get you to become aware of your "herd thinking." Only then will you be magnetic enough to own yourself and be your own captain.

WARNING: As your philosophy becomes more and more original and based on honest reality, the more you will be disagreed with and disdained by others who are still into "herd-think." This means you might be lonely for a time until you meet others of your aspirations; and there are some. But that loneliness will be one of power.

So, what are we doing here? We are born, we live for a while, and then we die. Doesn't seem to make sense, does it?

Take the arts for example. The great artists like Enrico Caruso, Andres Segovia, Pablo Casals, Salvador Dali - they were born, they worked very hard, became Gods in their art, achieved fame and great prosperity and then, just when their creations were at their zenith of perfection, they... died. It doesn't make good sense.

Now, I'm going to make what could be the stupidest or the most brilliant statement. As you read it observe how you feel about it. If my guess is correct you will feel a sudden slight euphoria which will instantly disappear as your traditional reasoning takes over.

The statement is this: The purpose of life is to learn to live forever, in a body of flesh and bones, in total happiness, as the result of knowing that one is the cause of all.

Did you just get a sudden "high?" Yes, I know, you've been told about astral traveling, that the spirit is infinite if only you knew how to leave the body, etc., etc. And of course the New Age gurus are going to "teach" you. Fine. The point I'm trying to make is: You need to philosophize about all this so as to become a self-owned individual who deals honestly with reality and whose life is a continuous success in the four departments of life: Health, Personal Power, Wealth, and Love and Sex.

Most people never stop to think about where they came from, what they are doing in life and where they are going. It takes a lot of courage to think about these things unless you are already a magnetic person. But I feel that those three inquiries will make a philosopher out of you. No, not an impractical philosopher, (dreamer), but a person who uses his self-developed philosophy as a modus-operandi to love life in a winning way.

To answer those questions to yourself satisfactorily you will have to go back to the "beginning" of things. Now the gurus, religionists, dreamers, and "authorities" have been selling all kinds of sugar-coated, moralistic and good-for-nothing accounts of creation - the "beginning." They use for authority the laws of god, whatever they are.

Now, I don't profess to know how creation took (takes) place, but I have observed a lot including the laws of physics. And I advise you to observe also. So the following account is an attempt at getting you to think deeply.

1. In the beginning there was no beginning. The basic Non-Thing from which everything comes has always existed and will always exist.
2. The Non-Thing is Creativity. It doesn't reason, think or love or hate. It just creates constantly.
3. From this Non-Thing, things are continually being self-created in every moment of the present.
4. The following circle symbolizes the Non-Thing.
5. The Non-Thing creates two forces - Male and Female -which are equal except for a difference in polarity.

F ===== ===== M

6. Both the Fe/Male start creating more things into 3 basic classifications:

Liquids=====F M=====Gases
Solids

7. The Fe/Male continue creating, and out of a trinity produce 4 elements:

Gases
Liquids Solids
Fire Air Water Earth

8. The Fe/Male continue creating and out of the 4 elements produce 5 more:

Fire Air Water Earth
=====

Matter Energy Time Space Consciousness

9. Now the Fe/Male become Male/Fe, and Male/Fe continue the creation from 5 to 6 things:

Matter Energy Time Space Consciousness
=====

Mineral Kingdom Bacteria Kingdom Vegetable Kingdom Parasitical Kingdom Animal Kingdom Human Kingdom

10. Male/Fe continue creating from 6 to 7 things:

Races Savages Lower Human Middle Human Higher Human Super Human
Human-like Beings on Earth-Like Planets

11. Male/Fe go back to #4 and take a nap.

Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z

12. Super-Humans take control of their own creation and achieve omnipotence... but they keep on discovering... and creating.

Now, the foregoing gives you something to think about. And if you think about it deeply, and are very, very honest with yourself, you'll never be the same again. Connect this Observance with the one on the Magnetic Mind, (Part of the subconscious), and your Personal Magnetism, Personal Power and Self-Creation will take you, not only to complete success in your career, but to a peaceful and quiet sense of happiness as you become captain of your ship in the sea of life.

You cannot score yourself on this Observance. Just read it, understand it, think about it, and then sign your name below.

Studied this Observance on _____ Date

Second Day on the Road to Personal Magnetism

Observance #2

Confusion - Clear Study

SELF-TEST:

Do not go past this Self-Test and read ahead. I want to prove something to you right now that has to do with the secret of successful study.

EXERCISE A - DEFINING WORDS:

Below, you will find a number of words. I want you to look them up in the dictionary **RIGHT NOW!** This must be done **NOW** before you continue with the rest of the Observance. Don't pass over this lightly, otherwise you will miss a great point.

Unless you know the precise meaning of each of the following words, look them up in the dictionary. If you know what a word means but you are a little hazy about it, **LOOK IT UP!**

After you have the definition of the first word I would like you to write a sentence of your own using that word. Write it on a sheet of paper and keep it in your Magnetism Notebook. Write a sentence for each word looked up.

Here are the words:

CONSISTENTLY, CREATIVITY, MAGNETISM, AMASS, THEORIES, APPLIED, GEARED, FACTOR, AESTHETICS, ETHICAL, APPEARANCE, ADULTERATED, DEVOID, DETERMINISM, DRUDGERY, ASSERTED, SUBTLE, INDEED, THEREFORE, SO-CALLED.

Look them up now!

Now, I would like you to go back to the beginning of the book and read over again the section, Confidence and Personal Magnetism Equal Personal Freedom. **DO IT NOW!**

If you have done everything thus far, you have seen that the defining word is the secret of clear study. After looking up the words and re-reading that section, your understanding of what you have read should increase by 50 percent. If you have not seen it, it probably means that your ability to study is already quite good.

Let us continue with a couple more exercises.

Below, you will find an excerpt from literature and a poem. I am sure that the majority of students will have no idea of what they mean, even after reading them several times. They were chosen to prove to you that unless you know the precise definition of words, you will go through life in a mental semi-fog.

Please understand, I am not trying to make literary scholars out of you. What is important in practicing these two excerpts is that you will experience a new mental quickness. Even if you never practice anything like this again you will have discovered a great secret in study or in reading technical directions.

In this day and age very few people care for poetry; yet poetry that is understood in the mind and heart is one of the greatest tools for developing feeling. And without feeling there is no magnetism.

I dare you to study the poem that follows until you know what the words mean; and I dare you to understand what it is saying; and I dare you to read it out loud and with as much feeling as you can muster, daily for one week; and I dare say, that if you dare to do the above, you will have doubled the magnetism you now possess.

EXERCISE #2B - EXCERPT #1 - VICTOR HUGO'S VITAL STYLE

"A cannon which breaks its moorings on board ship becomes abruptly some indescribable, supernatural beast. It is a machine which transforms itself into a monster.

"This mass runs on its wheels like billiard-balls, inclines with the rolling, plunges with the pitching, goes, comes, stops, seems to meditate, resumes its course, shoots from one end of the ship to the other like an arrow, whirls, steals away, evades, prances, strikes, breaks, kills, exterminates."

Study this one first until you know clearly what it means before going to Excerpt #2.

EXERCISE #2C - EXCERPT #2 - REJUVENATION

Rejuvenation

GM

Like a drop of cool, clear rain
 quenching leaves of parched papyrus
 you refresh the chlorophyll of my mind
 and enliven the scent of my dreams.

Like a puff of wind from afar
 vivifying memories of joy
 your sweet breath evokes my innocence
 and heals the deep wound of vanity.

Like a ray of beaming sunshine
 Melting the frost of a winter's morn
 your smile softens crests in my aura
 that desires to bathe in your light.

Many people dislike poetry because they don't understand it; for this reason: Poetry deals in symbols and metaphors a great deal and most people don't have the mental magnetism to connect a symbol or metaphor with everyday life. Yet one of the things that

differentiates us from the animals is the ability to create metaphors. Thus, in line three of the poem, "the chlorophyll of my mind," the unmagnetic person can't see how a mind can have chlorophyll. Unless he can feel the symbolism he will remain very unmagnetic indeed.

To keep this observance do as follows:

1. Do what you are asked to do here, first.
2. Make a Chart #1 for it and place it in your notebook.
3. Start scoring yourself on it at your next Retirement.

How do you score yourself on this one? Simply take out 10% percent every time you fail to look up a new or badly understood word. If you are going to be magnetic you must begin speaking with a large vocabulary and good enunciation of the words.

Looking up the words given _____ Signature _____

Excerpt #1..... _____ Signature _____

Excerpt #2..... _____ Signature _____

Third Day on the Road to Personal Magnetism

Observance #3

Dispersal - Retirement

I have always said that life is not worth living if we can't spend one hour of every twenty-four in absolute aloneness for the purpose of self-searching and harmonization. The study of Personal Magnetism calls for this daily period which we call RETIREMENT.

The purpose of this third Observance then, is to have you establish, as a habit, this period of retirement everyday.

A great many people live each day in a constant and continuous torrent of noise, chatter, self-created problems, gossip, and all the goodies that come with a very unmagnetic world. Many people even feel uncomfortable when they find themselves totally alone even for a short time. They find it difficult to confront self disrobed of all its attachments that they believe are the "normal" life. If they only knew the bliss and peace that can be attained by daily retirement, they would begin immediately to practice this Observance and establish it as a habit. Once the habit is grafted on the nervous system, the person looks forward to this period of communion with himself; of personal rejuvenation.

Now then, this Observance asks that you arrange your schedule so as to allow you anywhere from fifteen minutes to an hour everyday for the purpose of Retirement. Certainly you can find fifteen minutes out of every twenty-four hours for this purpose. You might start with a short time and later extend it to an hour. I prefer one hour for Retirement.

The idea is to be totally alone in as much silence as possible. If you live alone this will not be a problem. Just disconnect the phone, the radio, the TV, and even close some of the windows so as to have, as near as possible, TOTAL SILENCE. If you cannot do this in your home, then find a park or even in your car parked somewhere away from the bustle of life. Later, you can even train yourself to be totally alone even when surrounded by others who don't demand anything from you, such as in a restaurant. If you can do it at the same time everyday it will be excellent, if not, just do it when you can. The idea is to do it every single day. I find sundown to be an excellent time.

Your daily periods of retirement should be established for life. As you retire into the privacy of yourself once each day, you will be amazed how, in time, these periods of seclusion will give you the fortitude necessary to confront the trials and tribulations of everyday life.

I had a student who lived with a large family and never had the opportunity to have privacy. On his daily magnetic walks he wandered into a large park nearby and after exploring it for a while, found a little secluded wild area completely surrounded by vegetation. He cleaned it a little and from that day on it became his secret spot. He

called it, "Joe's Nest." As he told me, this spot became for him a paradise on earth. He retired to this spot often and it was here that he did much of his self-improving and planning for everyday life. There is a spiritual joy in being completely alone and separated from the world for just a little while each day, which, if you have not yet experienced, you will, as you keep up your moments of Retirement.

You understand of course that I'm not suggesting irrational self-centeredness, nor becoming a hermit. Far from it. The short time of retirement each day is only to bring you back to life refreshed and stronger. It is only through dealing with everyday life that magnetism has value.

Now, you are to do certain things in this period of Retirement:

1. You study or review this very Observance and score yourself on it and all the other Observances that follow.
2. You will perform any exercises asked for in each Observance or any of your own.
3. Or you can simply be with yourself in total peace and silence. In case of the latter, you would have to do the exercises at another time.

If you decide to be with yourself in peace and quiet, I suggest you do the following:

EXERCISE #3A - MEDIATION

1. Sit comfortably with your back straight and close your eyes.
2. Begin by sensing your body. Feel your feet, your knees, your eyes, etc., in any order you wish. Become aware of twitches, slight pains, itches, etc. In other words, become aware of everything that's going on in your body.
3. After doing #2 for a while, place your consciousness outward. Hear the noises around you. Smell your environment. Smell your own body. See if there is any taste in your mouth. Look at the darkness in your eyes. In other words, become aware of everything that is going on.
4. If your attention on what you are sensing is complete, you will forget yourself completely. At this point you have entered a state of consciousness that they call meditation.

Now let's not get mysterious about this. Regardless of what you heard said about meditation, it simply means, to intend; to ponder; to contemplate; that's all. So let's not waste precious time contemplating our navels waiting for some guru to come out of the heavens and solve our problems. Like the great psychologist, Nathaniel Branden says, "nobody is coming." You are totally responsible for your life.

In order to not confound this process of attention with the mysticism of contemporary meditation, I created a new word for it: MEDIATION --through the medium of attention.

There is another procedure that I'm very fond of. It can be done right after the above or without it. This is the way I do it:

I usually carry a pocket tape recorder everywhere I go and speak into it all the important ideas that enter my consciousness. If I'm experiencing some confusion or some negative emotion, I talk into the tape recorder and listen to it later the next day and this way I solve many problems. This form of communication with yourself is also helpful in unburdening many uncomfortable feelings and thoughts. I've been doing this, on and off, for some years, so I have a drawer full of tapes. How enlightening it is when I go back to the tapes of five years ago! I really learn about myself. So on my Retirements I alternate between two actions:

1. I listen to old or recent tapes and see how much I have progressed.
2. I do what I call, written mediations. This consists of completing sentence stems given in the books by psychotherapist, Nathaniel Branden. (See Million Dollar Suggestions for Personal Freedom, in the back of the book).

So on your Retirement you can do one, two, or all of the following:

1. Study these Observances.
2. Score yourself on the Observances.
3. Do some of the exercises in this book.
4. Do the Mediation.
5. Do the written Mediations.

These practices done daily will greatly improve your awareness and your ability to be attentive.

Now make a Chart #1 for this Observance and place it in your notebook.

Studied this Observance on _____ Date

Fourth Day on the Road to Personal Magnetism

Observance #4

Lying -- -- Honesty

Honesty is the King/Queen of all virtues. It is King/Queen because when one uses it unconditionally in his life, he or she becomes as powerful as a King or Queen. He/She truly becomes the captain of His/Her life. If those who seek success by lying, only knew the personal power and presence obtained by implementing honesty in their lives, they would at once start using integrated honesty in living life.

It is not an easy thing to be honest with oneself, others and reality. In fact it is often very difficult. But if you make up your mind to be honest, it gets easier and easier as you see the pay-off's in terms of personal power.

Honesty is the central pillar of all the virtues. One could have all the other virtues, but without honesty the human structure would be deficient. HONESTY STANDS FOR ALL THERE IS WORTH KNOWING, HAVING AND BEING IN THE UNIVERSE.

As an example of honesty in a private life, Webster Edgerly speaks of Sumner -- a US Senator at the turn of the century -- in the following words: "Sumner was so morally pure that, although he lived in Washington, DC in an era of the worst corruption, he often declared that there was none; as he would have seen it had it existed. This means that the politicians and lobbyists never dared approach him. He was frank, outspoken, unyielding and powerful in denouncing the wrong positions of his opponents; and his frankness made him enemies; BUT NO HONEST MAN EVER BECAME HIS ENEMY. He would resort to no trickery, no subterfuge, no artifice in his statesmanship."

How beautiful! How much of this integrity do you see today?

When honesty is coupled with ability it brings the highest success and is the chief source of happiness.

Honesty can be described by the following words: Honor, Virtue, Frankness, Sincerity, According to Truth, Uprightness, Justice, Fairness, Purity, Decency, Faithfulness, Reliability, Respectability, and Good Character. These are good definitions. The problem is that all of us supposedly were brought up on all these virtues but they were taught in such pragmatic and specious ways that we accepted these good- sounding words but we don't pay much attention to their REAL meaning. So, honesty has become a minor principle used mainly when we can't get away without it.

But honesty goes much deeper. The most important honesty is with oneself. Am I acting in a way that isn't really me? Am I trying to be someone I'm not? Am I trying to be cool when I'm really not? Do I believe theories that everybody else believes even though they don't make sense to me? Do I engage in such lies as smoking and/or taking recreational

drugs? Do I realize that I inherited those lies from other unprincipled people since I was a child? Do I distort the truth in relaying communications? Do I approve of some counter-survival action in someone just because that someone is going to set me up in a good position? Do I excuse dishonesty by saying, "Well, that's how everybody does it." Do I approve of dishonesty by saying, "Well, if you can't beat them, join them.?"

EXERCISE #4 - MAKING USE OF HONESTY TO GAIN PERSONAL POWER

Beginning today and everyday for the rest of your life, you are to ask yourself in every circumstance, every happening, every social interaction and every problem, the following question: "AM I BEING HONEST ABOUT THIS?" "WHAT'S THE HONEST TRUTH BEHIND THIS?"

Another thing that should accompany honesty is the ABILITY TO CONFRONT. This means to order yourself to LOOK at any situation even though it might be uncomfortable. As you start implementing full honesty in your life, certain uncomfortable things and/or situations might come up as a result of integrating everything through honesty. But whereas in the past you would have swept everything under the rug with some excuse, so as not to have to look at it, now you will be on the offensive and will want to confront it as soon as possible in order to free your mind and emotions for more production in your life.

After using honesty in your life for a while, you will begin to see that 85% per cent of our anticivilization use lies in order to survive. On seeing this you might feel down temporarily, but your success is assured for you will not fall prey to all the specious and sound-good lies from the ecological, "save the mosquitoes," to the "good Samaritan" health scamps. You will become a self-power to whom nobody can lie. People in general, unless they are in the near-criminal unprogressive class, will respect you and trust you. People today are so hungry for authentic, genuine and honest service, information or help, that once they see and feel your honesty, in whatever service you provide, the word will pass around and they will flock to you bringing you prosperity.

Score yourself on this one by seeing how many times you forgot to be honest in every twenty-four hours.

Signature and Date _____

Fifth Day on the Road to Personal Magnetism

Observance #5

Stress - Repose

Repose means rest; and to rest is to be CALM. The greatest attribute of a confident personality is the ability to be perpetually in this state of CALM and REPOSE.

It might appear that I'm contradicting myself by stating later in the book the necessity of keeping the body tense of nervous energy and now the necessity for keeping it in repose, in rest and calm; but the two are not opposed to each other. The key to properly unite repose with nervous tension is your ability TO BE. Let us look at this slowly and carefully so there won't be any misunderstanding.

EXERCISE #5A - MUSCLE TENSION

Sit down with good posture, with both feet flat on the floor and your hands on your legs. Now, start pushing on the floor with your feet with medium strength. At the same time start pushing on your legs with your hands. While doing this, think of some unpleasant task you have to perform or anything you don't like. Do it now. Have you done it? Fine. That's muscle tension. We don't want it. That's how a great portion of humanity lives from day to day. How long could you do this exercise without getting exhausted? Not very long.

EXERCISE #5B - NERVE TENSION

Now, get in the same position as in the previous exercise and THINK about doing the exercise, BUT DON'T DO IT. In other words, INTEND to push on the floor with your feet, and on your legs with your hands, but DON'T DO IT. Do you get the difference? This is nerve tensing. Now, let us analyze it further and connect it with Repose.

EXERCISE #5C - THE MIND IN STRESS

Get in the same position again and completely relax. Now, while trying to stay relaxed, think of two unpleasant tasks; one that you performed in the PAST and one that you are going to perform in the FUTURE. You may not succeed with this demonstration if you do it carelessly and in a hurry, but if you experiment with it when you are alone in a very quiet environment, you can't help but notice that it is difficult to maintain your relaxation unless you are already a magnetically developed person.

This exercise shows also that there are three more distinct elements that enter into the anatomy of repose: THE MIND, THE PAST AND THE FUTURE.

Let us continue the analysis. In the first exercise you were creating muscle tension while concentrating your mind on the unpleasant task, and, if your concentration on the task was strong, for a second or two you might have been unaware of the muscle tension which you originally created and yet felt a cramping and discomfort in your body. Many people live this way from day to day completely unaware of the muscle tension they are

creating with their minds and not perceiving their thoughts running around from unpleasant incident to unpleasant incident.

So we see that the mind can create muscle tension in the body by dwelling on negative incidents, thoughts and ideas. This can become a vicious habit which will lead to the habit of keeping the muscles tense and, after a while, like with all habits, the person is no longer aware that his body is tense of muscle, but feels nevertheless a discomfort and lack of energy.

In the second exercise we prove that the nervous tension that is desirable is really INTENTION, and intention is an attribute of the Self and not of the body. Intention is a subtle WILL or DECISION. It is not a body thing but manifests as a slight tension in the nerves. Intention is dependent on awareness both objective and subjective. In other words, if you are aware of what is going on around you, that's objective. If you are aware of what is going on inside you - that is, your thought processes, likes, dislikes, emotions, etc. - that's subjective. In this exercise you were already familiar with muscle tension, so in total awareness you refused it and replaced it instead with INTENTION and you were aware that you were doing it. With practice this becomes a habit. You refuse muscle tension in your body because you recognized it and replaced it with INTENTION with total awareness of what's going on inside and outside of you.

In the third exercise you were concentrating on the PAST and the FUTURE. You were not concentrating on NOW. If I ask you to concentrate your mind on an incident that took place, your thoughts are of the PAST. Actually, all thought is of the past. Even when I ask you to think of a future incident and you imagine it, even though imagination is of the future, in a sense everything you imagine is based on the past. For example: I want you to imagine or think of a "DULU." Yes, a dulu. You don't know what it is? Well, that's fine. Think of a dulu. Spend at least two minutes doing so. Do it now. Have you done it? Fine. Let's look at it. If you were describing the thing to me you probably would say that, with your imagination, you "invented" something. And you probably did, because there is no such thing as a dulu. But I bet you ten to one that your invention is composed of things that are known; things that you've experienced or seen before. So your imaginary creation is limited to form or arrangement. In other words, you took things or ideas of the past and reformed or rearranged them into a new form. This makes me say that man is a creator with the energies and forces that exist in actual fact in the universe, if he has already experienced them, (knowledge). The more conscious and aware he is the more material from the past he will have in the present with which to create for the future. These experiences, energies and forces are realities that constitute existence. And existence was already here when you were born. Now you might ask, "who created existence?" But that question leads nowhere for if you ask it, then you'll have to ask, "who created the creator of existence," and so on ad infinitum. Existence exists - that's all. We are not interested in mystical concepts that produce no results and leave one confused. However, there is some evidence in logic that human-like beings more knowledgeable than earth-beings can create universes. But this is only a deduction at this stage of knowledge.

The important point is that mostly everything is of the past. That's probably why so many people like to live in it. Just think of the sculptor who, hour by hour in every moment of NOW, chips away at his statue so that in the FUTURE he can have a beautiful piece of art. The future finally arrives and the sculpture is done, but what does the artist do? He keeps looking at it, worrying and fussing about it and doesn't create any more works of art. He is living in the past. He is stuck to what has been done.

On the other hand, we have those who live in the future, blind to the beauties of the present moment except for engaging in debauchery and drugging themselves. Whereas the fellow stuck in the past is probably depressed, the fellow who is stuck in the future is probably a nervous wreck or irritable. Does this mean that we should close our eyes to the past and the future? No, it does not mean that. It means this: That we should live in the PRESENT; in the NOW; and be able to look into the past and future when we want to, but only to enhance the present moment which in turn will create a great future if a goal has been projected there. A present moment well lived makes for a fine future; and certainly, planning for the future should take place.

I've spent so much time talking about this because it is of utmost importance in understanding what it means TO BE, since it is the most important necessity to achieve CALM and REPOSE.

So then, in order to develop calm and repose we need to learn to BE. In order to BE, we must not live in the past or future, but totally in the PRESENT MOMENT. And if we are in the present moment we are totally aware of what's going on outside of us and inside of us. This awareness has intention, or nervous tension, but not muscle tension.

Do the exercises that follow, many times, and read this section over again so you can get a grasp on it.

To BE is to EXIST, and existence is never in the past or future but is always going on in the present moment. When you are totally aware of what is going on, on the inside and the outside of you - which means you are not in the past or the future - you are then existing or BEING. You are in a state of total attention or mediatention. This is something that has to be experienced and not just intellectually grasped. Connect this information with Observance #25 on Being Yourself, and you should be able to get a good grasp on Being, Self, Calm, Repose, Past and Future.

I'm sure you've heard of the word, "meditation," (my new word for it is mediatention), and you might have been confused with the many descriptions of it by hundreds of authors and the mysteries attributed to it by the world at large, but the explanation you just read is basically the essence of it.

Try sometime sitting very quietly looking at a flower or some other thing that holds your interest and while thus looking, have nothing else in mind but the thing you are looking at. In other words, be there with total attention. Eliminate any thoughts of the past or future connected with the flower by not resisting them. Simply be aware they came but continue giving full attention to whatever you are looking at. You are just looking at the

flower or thing totally in the PRESENT. But of course, you're still thinking about looking at the thing you're engrossed in. Now if you succeed also in eliminating the thought that you are looking at it, what then exists? Only BEING; and the flower. Get it? Five minutes is all that is required for such practice once in a while. You'll find it refreshing.

But a further word on so-called, "meditation," is relevant here.

Many "gurus," "seers" and "authorities" are going around selling meditation to gullible people for very high prices. They claim that through meditation people will find themselves and will discover the mysteries of the universe. Naturally people are attracted to this cure-all. They want easy answers without effort. There is no such thing. They abandon reliance on Self in order to be told what to do by "higher authorities" or by some sort of "geenie-higher-self" while in a semi-conscious state. There is a big difference between the unconsciousness of a trance and the state of Self-Forgetfulness while giving full attention to something. Magnetism uses the latter, not the former.

There seems to be an agreement between all gurus, (especially eastern ones), that the mind is what causes all our problems. That it reveals "illusions" to us. That the only reality is some kind of "absolute" in the form of an universal mind outside of ourselves.

They further complicate everything by requiring special diets that supposedly will raise the vibrations of the person placing him in a better position to contact the absolute. The result is a jelly-spined, beady-eyed, goodie-goodie individual that is absolutely good for nothing except grinning. I have met many of these characters.

After studying and diligently practicing many mystical techniques for many years, I can honestly say that I've never come across any mystical absolute or Higher Mind. Ironically all that study brought me to the point of realizing that one's own rational and honest Self IS the Higher Authority. I wasted precious years that could have been employed in creating more values for myself and others, and therefore more prosperity, happiness and love right here and now on earth.

Mystical philosophies, including most meditation techniques, are death-oriented. They tend to make one irresponsible by disregarding "material" life here and now. This is so true that classified advertising departments of most national magazines refuse to give financial credit to psychics.

The great difference between humans and animals is the ability to reason. The mind is used in reasoning. Now the gurus want to put the mind to sleep. They say, "stop the mind." That's like saying, "stop living." How silly.

By nature the function of sleep is to give the brain a rest. Looking at the flower, as I mentioned earlier, also gives the brain a rest. But why not simply take a nap?

NOW HERE'S THE SECRET:

While you were reading all this were you fully concentrated on it? Were your concentration and interest so strong that you, for a short or long moment, forgot yourself? If the answer is yes, THAT WAS meditation.

A fully magnetic person is often in a state of mediatention. His awareness, concentration and reasoning are so strong that he's always in the present moment creating, working, solving problems, etc. This is the way to prosperity. Mediatention is simply fully integrated attention.

In order to acquire calm and repose we are going to perform the following exercises which I call, "BEING THERE."

EXERCISE #5D - BEING THERE #1 - FOCUSED ATTENTION - WITH YOURSELF

To eliminate nervous leakage, muscle tension, compulsive emotions and embarrassment, and to attain calm and repose, proceed as follows, if you are practicing alone:

1. For the first week, spend five minutes daily sitting in front of a mirror looking at yourself. YOU ARE NOT TO DO ANYTHING. Just sit there BEING with yourself. That's all! Add one more minute per day.
2. For the second week, spend five minutes daily doing the same thing while looking at a flower or some article that you like. Add one minute per day.
3. For the third week, sit down quietly and relaxed, close your eyes and look at any mental image picture that you like, on the mental screen of your consciousness. Try to see this picture as clearly as possible and concentrate your thoughts on it. Start with one minute on the first day and add one minute per day.

Beginning with the fourth week read this Observance over again and also Observance #4 and try to connect them with what you experienced in this exercise. Now you can continue with the following exercise, but before you do, score yourself below:

EXERCISE #5D

First week: _____

Second week _____

Third week _____

Signature _____

EXERCISE #5E - BEING THERE #1 - FOCUSED ATTENTION - WITH ANOTHER
Do the following exercise with your Ally or any friend of yours. Try to do it with as many friends as possible, one at a time.

Sit facing your Ally, knees almost touching, with hands separated and resting on the legs, and the two of you simply look at each other and do absolutely nothing. Simply look into the eyes of your partner and just maintain full attention. To explain to you the interesting results of this exercise, would be taking away from YOUR experience. You must EXPERIENCE to KNOW!

I will let Webster Edgerly speak to you in his own words about the exercise. He was the great unknown teacher of Personal Magnetism, on whose work some of this book is based, and the following instruction was published in 1926.

"The two persons who are to engage in this exercise should select some room where the light is mild, neither very bright nor very dim... the light need not shine in the face of either party... sit facing each other, with knees (almost) touching, both feet fully on the floor and the palms of both hands on the legs near the knees. Put the eyes in the position of strong interest, the brows normal; that is, neither raised nor lowered and the face open." (See Observance #42) . "All these are essential requirements. Sit upright. Look into the eyes of your colleague all the time that glance is being maintained. There must be no winking, no resting of the eye, nor any movement of the body. All must be DEAD-STILL. IT IS A MOST IMPORTANT MAGNETIC PRINCIPLE THAT WE SHOULD NEVER PERFORM AN ACT OF ANY KIND UNLESS THERE IS THOUGHT BEHIND IT DIRECTING IT..."

This exercise must be done as many times as needed for you to feel at ease with it.

After some time the next phase of the exercise can begin.

EXERCISE #5E -- At least seven times:

EXERCISE # 5F - - BEING THERE #1 - WITH INDICATIONS

It is practiced just like Exercise #5E, but now do as follows: You and your Ally take turns being Trainer and Trainee. The Trainer's job is to indicate to the Trainee his unconscious or conscious body motions and quirks.

EXAMPLE: Trainee - Is making facial quirks.

Trainer - Asks nicely, "Why did you move your nose?"

Trainee - Answers truthfully.

Trainer - Acknowledges by saying, "OK, continue."

And they continue quietly until the Trainer notices another motion.

EXAMPLE:

Trainee - Is trembling.

Trainer - Asks, "Why are you trembling?"

Trainee - Answers, "Because I'm nervous.

Trainer - Acknowledges, "Fine, continue."

That's all; no conversation, no arguments, no champions.

This drill is difficult to do by yourself. Doing it alone you would have to be very, very aware of your unconscious motions, sensations, etc., and you would have to question yourself as to the reason for their taking place. It is essential that you do this drill with someone else. After performing it alone and then with another person you'll see a big difference. I'll let you find out for yourself. One of the most important magnetic principles is that we should never perform an act of any kind unless there is thought behind it, directing it.

Practice this exercise until you feel you are conscious of every previously unconscious motion.

Being There #1 is an objective state. That is, you are giving full attention to what you are doing. Your attention is outside of yourself. You are not entertaining other thoughts. You are simply there Observing in full attention in the present.

This is the state in which you walk on stage. If, as you walk on stage, you are thinking, "Gee, I wonder how my voice will sound tonight," or "I wonder if this audience will like me," then you are not in full attention in the present. You are dishonestly in the future creating problems for yourself.

As soon as you open your mouth to sing or start whatever your performance is, you then move into a different state of consciousness called JUST BEING, which we will take up shortly.

Score yourself on this Observance by observing daily how many times you performed unconscious motions, and how many times you failed to be totally at attention in the present. If you are talking to someone and you are thinking about something else, you are not in the present time.

EXERCISE #5F -- At least seven times: _____

Signature : _____

Sixth Day on the Road to Personal Magnetism

Observance #6

Flat Voice - Round Voice

FIRST KEY TO POWER

Ninety percent of all magnetic communication is made by the sounds of the voice.

In general there are three kinds of voices:

1. The Flat.
2. The Intense.
3. The Emotional.

The flat voice is heard all around. This is the voice of the common person who hasn't yet become aware of any self-improvement. From the simplest remark to the antics of the salesman-lecturer we hear this flatness devoid of emotion and intensity. It is all simply a mechanism of sound. No vibrancy, no feeling and no conviction. It tires the listener very quickly.

Some vibrant voices are interesting as well as some emotional ones but much more is needed. The intense voice has all this and more, and is never wearisome. It magnetizes the listener and opens the portals to success in life. The intense voice is our goal.

Certainly, the voice is simply a vibration of sound; but to this vibration can be added others that come from the profound depths of the Being himself.

If your voice is flat you can never be magnetic; so, the first step in this training is to destroy the flatness.

ROUNDING THE VOICE

Almost always, the difference between good and bad, success and failure, ugliness and beauty, is a very slight change, either physical or non-physical, or both. The slight changes that the following exercises bring about might not be taken seriously by you; yet, as you engage in them, their benefit will be clearly evident in a short time.

Flat voices are, most of the time, repellent.

Round voices are always attractive.

The reasons, complex as they are, lie buried in the laws of nature.

Flat voices express dislike, disapproval, irritability, hatred, suspicion, and other subtle negative feelings. Therefore, you can easily see that this flatness is not likely to produce memorable performances, win friends, sell products, and achieve victory in life.

The voice is produced by the vocal cords in the throat well, therefore it is easy to see that the throat chamber must take the shape necessary to produce the round voice. The shape of the throat determines the character of the sound that is developed in it.

Yawning opens the throat.

Swallowing closes it.

As we swallow hundreds of times everyday and as eating is more important to survive than speaking magnetically, it is no wonder that the majority speak with this flatness. Since we, who like the finer things of life, eat to live and don't live to eat, it behooves us to learn to open the throat as a habit of living. Once this is learned you can close it or open it at will.

Once you have mastered the exercises that follow and they have become habits, all you need to do is activate the new habit three minutes per day and your voice will remain in fine shape.

Add to the pleasant voice all the other charms of Personal Magnetism contained herein, and your life will undergo a pleasant transformation.

OPENING THE THROAT

The first technique for developing self-confidence is becoming aware of the vibrations in your speaking voice and improving its quality. The magnetic voice is the tool that will bring you great Confidence. I have observed, for years, that as the mouth and throat open and the sound is let out, your personality exteriorizes also.

Voices that are flat, raspy, metallic, sissy and uninspiring are often produced by those personalities who live with these same faults. These unattractive personalities manifest themselves through the voice, which, ninety-eight times out of a hundred is produced with a closed throat. This is a bad habit. I doubt if anyone ever speaks with a natural open throat. It has to be acquired by deliberate practice and turned into a HABIT. It is not difficult to acquire, however, and will improve your voice almost instantly. It will improve your health, your Confidence, and your personality becomes extroverted.

Soon you will notice that others respond to your magnetic voice in a positive way.

EXERCISE #6A - YAWNING

Yawn and observe the throat. See how it opens when yawning. Repeat 6 times:

Signature _____

EXERCISE #6B - LOUD YAWN

Yawn audibly. In other words, make the sound of "OH" as in "LAW," while yawning. Listen to the sound. Is it nice, open and round? Repeat it 10 times:

Signature _____

EXERCISE #6C - RAW LANGUAGE

Try to speak while yawning. It will sound comical but that's fine. This is talking with an open throat and I call it, "Raw Language." Practice saying, "HI, HOW ARE YOU?" in

Raw Language all week long. For now do ten repetitions. Of course, Raw Language is a comical exaggeration of speaking with an open throat. It's just for practice. But later you will notice that you can speak quite naturally with an open throat without the exaggeration.

Signature _____

In the beginning you'll fail to realize what speaking with an open throat has to do with Confidence and personality rebuilding. It seems to be an insignificant thing. However, as you adopt this habit you will SEE the results.

If you will observe and listen carefully, you will learn that an accent in speaking is very difficult to change. A person born in a certain ethnic environment, and having lived there many of his early years, will always carry some of that accent even after many years of education and deliberate practice in losing it. He may reach a point where he speaks with a new and better accent; but let him be too relaxed or unaware, or in some strong emotion, and he will revert back to the accent of his infancy. This tells me that the crystallization of thought through the mouth has a lot to do with the emotions, especially childhood emotions.

I have come across an interesting phenomenon in working with people that had sissy, effeminate, or baby voices. In the majority of cases these people had an overabundance of affected and shallow tenderness in childhood.

Did you ever notice how you or someone else speaks to a small child? The tendency is to close the throat in speaking with the affected emotion and tenderness. Imagine that you are speaking to a small child right now and say to him, "How's the baby today? Are you going to be a good boy?" Do you see what I mean? What was the tendency in the voice? As you learn to speak with an open throat you are not only making your voice more attractive, but you are getting rid of the childhood emotional bric-a-brac that kept you at effect in living life. Your voice will be in a better position to command and influence others.

All this is based on the law that, ENGAGING IN THE EFFECT OF A CAUSE BRINGS ABOUT THAT CAUSE. In other words, if speaking with an open throat is the effect of powerful and constructive emotions in the mind, then by practicing the open throat, even when your emotions are not constructive, you will help bring about the constructive and powerful emotions. Many of the techniques in this book are based on this law. You'll have to practice them and find out.

EXERCISE #6D - THE NAUGHTY AUTHOR

Face the wall, so you can hear the tones of your voice well, or the mirror, and practice the following many, many times. Listen carefully to the quality of your voice. Practice it,

first six times, IN RAW LANGUAGE, and then in normal voice exaggerating the "AWS."

"THE NAUGHTY AUTHOR, AWED BY THE AUDIBLE LAW AND THE AWFUL TALK WAS CAUGHT GNAWING ON STRAW."

Do you know what the words mean? If not, look them up in the dictionary. Practice 6 times in Raw Language and 10 times in normal voice.

Raw Language:

Normal Voice

EXERCISE #6E -- INTRODUCTION TO THE MOOD STATEMENTS

We use 69 moods and feelings in this practice for several reasons:

1. You will become familiar with all the negative moods that are created by the conditioned and aberrated self, which I call the Actual Self. (Is "acting" now).
2. You will also become familiar with the moods created by the freed self, which I call the Real Self.
3. By being familiar with them you will understand yourself better.
4. 4. If you are an actor, this practice is invaluable in your craft.
5. By being able to duplicate, through the statements, all the moods, you are in a much better position to not only recognize the moods of others but to create or discreate at will, your own moods.

Get familiar with the Mood Statements, #1 through #10, that follow, and recite them to your Ally or yourself, in front of the mirror, in Raw Language. All ten of them. Just read each statement out loud, keeping your throat open as much as possible. Practice them throughout the week. Every single word you don't quite know the meaning of, must be looked up in the dictionary. This is especially true with the names of the moods.

You will probably feel embarrassed looking at yourself in the mirror while speaking in Raw Language. Amazing, isn't it? Part of the training here is to make you feel comfortable with yourself no matter what. Go ahead, look at yourself. See the beauty and the ugliness. This will get you closer to the Real Self.

Do the statements twice each; once in Raw Language and once in normal language. After this is done continue with what follows. We'll have more on these moods later.

Due to the nature of these statements, before practicing them you must make up a short statement of your own that represents your highest emotions. It should be a happy statement verbalizing your greatest enthusiasm and joy. It should be recited once, immediately after reciting each of the statements that follow. It will counteract the negative emotions of the statements.

Sit down across from your Ally or another student. One will act as the Trainer and the other, the Trainee. Later you can exchange places. After reciting all the statements twice in Raw Language and twice in normal language, (this shouldn't take very long), you should now begin to express the mood in the statement. Remember, you are not "acting." You are really feeling that mood -- and that, my friend, is what real acting is. **DON'T FORGET TO RECITE THE STATEMENT OF JOY THAT YOU CREATED EARLIER, AFTER EACH NEGATIVE FEELING.**

MOOD STATEMENTS -- #1 THROUGH #10

1. REGRET - "The opportunity to correct a mistake of a day that is gone will never come back to me."
2. SHAME - "It wasn't enough that I did it once; but I had to be a fool a second time; and a beast, the third!"
3. APATHY - "From here to the end of all is just a short step!"
4. DESPAIR - "Down, down I go, with no power to keep me above the gulf of despair!"
5. GRIEF - "I've been patient with life, but this grief is too great for me to bear!"
6. SADNESS - "We parted in silence, we parted in tears, on the banks of that lonely river..."
7. GUILT - "Oh God! That horrible sensation constantly keeps me awake!"
8. SUPERSTITION - "We'd better enter this way; it's the 13th, you know!"
9. CONFUSION - "What should I do? My mind is going in a million directions!"
10. FEAR - "What's that noise?"

To score yourself on this Observance do as follows:

1. You needn't score yourself on the exercises. They are to be practiced either on your Retirement or at another time.
2. You score yourself on how many times you spoke, every twenty-four hours, with a flat voice instead of a round one. Take off 10% per cent for every time you forgot to speak with a round voice. That's all.

NOTE: You should keep practicing the exercises in this Observance while you continue with the next Observance. Rounding the voice takes a little time.

Signature and Date _____

Seventh Day on the Road to Personal Magnetism

Observance #7

Deadness - Magnetism

If you've ever played with a magnet you probably noticed that it can attract and repel. You noticed that the magnet is made up of positive and negative sides. If you played with two magnets you noticed that the positive side of one magnet repelled the positive side of the other magnet. In other words, while like poles will repel, unlike poles will attract. This is the law of the MATERIAL world. You also noticed that both poles being close to each other without touching, had a tremendous force for attracting iron filings, nails, or any bits of steel.

You know, of course, that the compass is simply a needle with its tip magnetized and this tip always points North due to a peculiar attraction that this part of the earth sends forth. What is this peculiar attraction? It is magnetism. We may not know exactly what it is, but we see how it works. We see it all over the earth, in our bodies, and the whole universe runs on it.

Magnetism holds all things to earth. Our solar system is held together by this subtle power. Beyond our solar system there are other systems that make up our universe. Beyond this universe there are others and this whole stupendous work of art is held

together by a subtle and intangible force called magnetism. If it weren't for this force the whole universe would fall apart. In fact, all of it would disintegrate along with everything that now exists on earth.

Magnetism manifests itself as dual aspects. One form of magnetism is positive and the other is negative. This duality is seen throughout all nature and everything that exists. One form of it compels the roots of the tree to go into the ground in search of nutrients while the other form compels the rest of the tree to grow upward toward the positive magnetism of the sun. The planets stay in place because of this dual force. One aspect of this force keeps the planets from crashing into the sun, while the other aspect keeps them in leash away from the sun.

All that exists, including our own bodies, owe their existence to this mysterious magnetism.

Electricity itself is magnetism, though of a lower type. It appears that the laws of magnetism work the same way in the whole spectrum of existence, but just as there are things that we can see and others that we can't, so magnetism is of various orders of sensitivity, from the low form of electricity, which we can detect with the senses, to the very high sensitivity of atomic and mental powers that are not detectable through the senses.

Our bodies and minds are all made up of this magnetism. By learning the secrets of its development we are capable of reaching heights of power and well-being.

BUT WHEREAS IN THE PHYSICAL, MATERIAL WORLD, UNLIKE POLES ATTRACT AND LIKE POLES REPEL, IN THE IMMATERIAL WORLD -- THE WORLD OF MIND AND AESTHETICS -- LIKE POLES ATTRACT AND UNLIKE POLES REPEL. This is what creates so much confusion in interpersonal relations. For example: Women and men are attracted to each other. Bodily they are unlike poles. After a while this attraction may come to an end when it is discovered by both that on the mental, intellectual or aesthetic levels they are different from each other. On these levels, like attracts like, and the woman-man relationship would thrive.

Now, magnetism exists on both levels - physical and nonphysical, and when a person deliberately awakens it on both levels he will find that not only can he get along with everybody but he can inspire and direct them with Self-Expression and Confidence.

HOW MAGNETISM MANIFESTS

There are three basic kingdoms in existence:

1. The Mineral Kingdom.
2. The Vegetable Kingdom.
3. The Animal Kingdom.

In the mineral kingdom we find the atoms of matter coming together through atomic attraction that manifests to our senses as a mass. This intelligent atomic attraction is Physical Magnetism.

In the vegetable kingdom we find this same magnetism throughout its physical mass; but there is something more. The plant grows and has some form of life in it that manifests a higher intelligence. It has no brain, however, so its life-force is DIFFUSED throughout its body. This life-force is magnetism of a higher order.

The physical magnetism in the mineral kingdom is diffused throughout its mass.

In the plant, its physical and life-magnetism are also diffused for lack of a brain.

In the animal kingdom, which is supposed to include man, we find the same diffused physical and life-magnetism; but because it has a brain, it has the ability to concentrate both of these forms of magnetism into a collective condition called, Mental Magnetism.

In other words, because man has a well developed brain, he has the ability, as a conscious being, to activate that brain to collect his physical and life-magnetism into a mental power that can create wonders in his life.

Personal Magnetism then, in its most basic form, is the proper harmonious combination of these three forms of magnetism - the physical, the life, and the mental. As a person takes care of his body he invites more of life into it, and with these energies in good condition his mental powers become greater.

This could become a very complex subject but I'm explaining it here as simply as possible. It is far from a scientific explanation but everything said is observable if you care to look clearly. What we want is results, and results we shall have as we practice the simple exercises that follow. Physical magnetism, life-magnetism and mental magnetism, when properly united make the whole person. But the mental side develops and gives rise to the emotional and aesthetical natures, thus constructing a four sided human.

THE FOUR HUMAN SIDES

The four sides are:

1. The Physical.
2. The Mental.
3. The Emotional.
4. 4.The Aesthetical.

In order to acquire Personal Magnetism, all four sides of this structure must be developed.

First we need to practice magnetic habits.

Second, we need to pay attention to the physical aspect to develop WILL POWER or SELF-EFFORT as opposed to DRIFTING from day to day. If in the beginning you don't exercise Self Effort, you will know this material only intellectually and this is not enough to achieve success.

Third, we need to develop our minds. To do this we need to know how to study; to investigate; to think deeply.

Fourth, we need to learn to FEEL through sound emotions and to inspire ourselves. Rational motion triggers sound emotion. And in turn, sound emotion can cause motion - make you do something- ACT.

Fifth, with all of the above you are now ready for expanded consciousness, which can be interpreted as the spiritual or aesthetical aspect. This expanded consciousness uses OBSERVATION of life the way it is. Your own Personal Philosophy develops from your observations of life minus the "sweetie-goodie-goodie-caca-poo" taught you from childhood on. It takes in also the understanding of art, and Aspiration for all that is grand and CONSTRUCTIVE in this universe; for there is much that is destructive.

The word Spiritual could be substituted with Aesthetical. However, I refrain from using "Spiritual" due to the confusion that exists with that word. Spiritual simply means the individual nature of Being and consciousness and has nothing to do with spirits, psychics, or so-called, higher powers.

We use the tensing habits, as outlined later, to develop some magnetism in the body. However, this course deals mainly with its development in the mind and the general life of the student in the form of Magnetic Communication. It starts you on the road to FREEDOM with Confidence and Self-Expression that is in harmony with your own biological nature.

In order for you to experience what this subtle magnetism is like, do as follows. Try it two or three times until you feel the magnetism in your body. It will be very subtle, so observe carefully.

EXERCISE #7A-- EXPERIENCING MAGNETISM IN THE BODY

1. As soon as you get up out of bed wash your mouth out with water ONLY and get a glass of cold water. A thin glass is better than a thick one. Now sit down quietly with your hands wrapped around the glass and keep your hands thus throughout the whole exercise. Now proceed to #2.
2. Take a long sip of the water and breathe very deeply a couple of times.
3. Now keep taking slow sips of the water and actually try to taste the water by keeping it in your mouth a few seconds before swallowing. Imagine that you are drinking a milk-shake and enjoying its taste. In between the sips keep on breathing very, very slowly. Once in a while hold the breath a few seconds without strain. While doing all this, think of the magnetism in the water going to every part of your body.
4. After the water is all gone just sit there a little longer completely relaxed until you begin feeling a wonderful but very slight sensation on your cheeks and other parts of your body.

Don't fail to try this. You will feel the magnetism in your body as a peaceful sensation hard to describe. At the same time you will experience mental magnetism because your thoughts will be very clear. You will also experience emotional magnetism because you will like yourself.

Do this exercise for 3 mornings in a row.

Score yourself on this one as follows:

Every time - and I mean every time - that you eat or drink something, simply become aware for 3 seconds of the magnetism that the food and drink contain and how it will add to the magnetism already in your body. That's all!

Take out 10% per cent for every time you forget to do this. Once it is established as a habit, you will never again forget.

EXERCISE #7A

Mornings: _____

Signature _____

Eighth Day on the Road to Personal Magnetism

Observance #8

Reaction -- Tranquillity

You're driving down the street. You see a bad accident. How will you react? The sane person, of course, will be somewhat disturbed. But how will he be for the rest of the day, week or month?

You have a mild argument with someone. He calls you stupid. How will you react? The sane person, of course, won't exactly like it. But how will he feel for the rest of the day, week or month?

You know, in the old days, (and even today to a very small extent), there were long-lasting feuds between families and individuals that involved hate, criminal actions, physical fights, murders and yes, even wars. Why? Simply because someone said the other was stupid. Almost any thoughtless remark, innocently uttered, could bring about these feuds, dangerous physical fights and duels. Of course, some of these remarks were said with full intention, and the parties involved - living as was the custom a very unmagnetic life that was full of pseudo honor and inflated ego - reacted to the slightest show of carelessness.

The more insecure a person is, the more he or she will react to the slightest discomfort.

Notice that I'm not saying, "react negatively." Reaction IS negative. Reaction is the negative aspect of conscious action. "What," you say, "are we to live like robots and not react?"

Let us go back to the car accident. You're driving happily along and then you see the accident. What happens?

There are three basic ways in which a person would react and one way in which he would act.

1. The very aberrated, uncouth and rough individual, who is worse than an animal, would simply not confront the reality of the accident nor have any empathy with the injured driver. He would probably be saying something like, "more work for the body shop," or, "serves them right; why don't they watch where they're going!" These are only a small percentage, thank goodness.

2. The second reaction, like the first, involves a total lack of ability to confront. However, the person in this case is "too sensitive" and unconsciously puts it all out of his mind so he won't have to think about it. He is terrified of his own emotions. If asked about the accident he might say something like, "oh, these drivers... it's part of living you know!"

3. This is the reaction that is most common. He was driving happily along, now his whole day is spoiled. The reaction will produce thoughts such as, "how awful; that might happen to me," "I must not drive faster than ten miles an hour," "maybe there's something wrong with my car," "those poor people, how will they pay for the hospital?" "we should go back to the horse and buggy," etc., etc. On top of this, this person will go around telling everybody about it trying to find as many people as possible that will sympathize with his own reactions of fear and general discomfort.

Now for the example of the person who would act rather than react.

This is the magnetic person. He observes the accident and truly feels sorry for the injured parties, but from previous observations, he knows that where there is traffic there's bound to be accidents. He also knows that some people are more aware than others; that these things will probably happen. Therefore, he reminds himself to be careful himself. He learns from this experience but he doesn't allow himself to get involved in all the negative emotions in this whole thing, and in doing so he's in a much better position to act. So, instead of reacting, he acts. If necessary he stops and offers assistance or he calls the ambulance or the police, and does whatever he has to do with a cool head. If doing these things is not possible, he simply moves on with his life even though he may feel unhappy for a little while. The incident is over. It's over in his mind. He starts looking at the positive aspects of what he has to do that day. Since he is free of reaction, it cannot get him down. He probably philosophized about life and its reactions in the past and wore out the negativity involved. He may also have attended self-improvement seminars in his past, or he may have been exposed to exercises such as in this Observance.

As it was said earlier, if you are totally in the present, looking at WHAT IS - reality - there is little chance that a present time uncomfortable incident will re-stimulate other similar incidents and detrimental emotions in the past. That's all reaction is - a sudden reviving of similar situations earlier in your life. In the exercise that follows, your Ally will try to discover the things that you react to the most. Once found, he will keep picking at them until there is no more reaction. The thing will get old and sort of boring after a while.

EXERCISE #8A - BEING THERE #2 - FOCUSED ATTENTION - NO REACTION
 You and your Ally should begin with Being There #1 for a little while, in order to relax and to be in the present. After sitting thus for some time, the present drill may start. It is calculated to do away with some of the conditioning and false veneer of the past. As the drill begins, the Trainee is just sitting there totally at attention and he does absolutely nothing. He is simply there in front of the Trainer paying attention to all that goes on and not moving, but he is listening to every word the Trainer is saying.

EXAMPLE: Trainer - (With a serious face, or sad, or funny, etc., according to what he decides to talk about to the Trainee)

"My, my, you must be eating like a cow. You're so nice and fat."

Trainee - Breaks out laughing.

Trainer - Smiles and waits for the Trainee to compose himself.

Trainee - Gets serious again.

Trainer - Repeats the same statement that made the Trainee laugh in the first place; and continues repeating it until there is no more reaction from the Trainee.

Trainer - Begins picking on something else; and continues this process until, after some weeks the Trainee has burned out all his phoniness, compulsions and conditioning having to do with many areas of his life.

The Trainer can begin by improvising with all kinds of nonsense for a while and then moves to the FOUR GREATEST HUMAN HANGUPS. The drill reaches its peak as we work with the four hang-ups of general life:

1. What will other people think?
2. Mouth, "yahky" things.
3. Religion (Mysticism).
4. Sex.

The Trainer, who is constantly alert to the reactions of the Trainee, can get as wild and rough as he feels it is necessary for the benefit of the Trainee. However, go slowly at first. Many people have serious aberrations on those four things.

When the Trainee loses his "cool," gets angry, breaks out laughing, gets embarrassed, etc., (and he will at first), the Trainer never apologizes or gets into a discussion. He might say, "are you ready?" and begins the drill again. The Trainer takes responsibility for the progress of the Trainee. This is not a joke game. Keep the object of the drill in mind. When the Trainer feels that his Trainee is as calm as a cucumber and not reacting to any nonsense, he then ends the drill and they change places.

IMPORTANT: The Trainer must keep on picking on the Trainee by saying and acting the very thing that upset the Trainee in the first place. In other words, if the Trainee is thrown off when the Trainer says, "You're pretty stupid," the Trainer keeps on saying the same nonsense until the Trainee no longer responds to it; then the Trainer picks on something else and observes the reaction. And so on and on.

I have found these drills to be invaluable in making a beginning performer tough in life and on stage. After many hours of this drill, the artist will be able to deal much better with the rough world out there and hostile audiences.

Start observing your reactions in everyday life and score yourself on them.

EXERCISE #8A

At least 7 times

Signature _____

Ninth Day on the Road to Personal Magnetism

Observance #9

Drifting - Self-Effort

From the beginning of life on earth humanity has experienced such difficult times surviving that it has come to believe that it cannot change anything; that things are the way they are and we are caught in it. Perhaps we cannot yet change nature and the world, in the state of consciousness in which we are at present, but we can be one step ahead of them and change ourselves; not only in rhythm with their changes but faster than they change. This is Personal Magnetism. But it is not an easy thing. It requires much thought, awareness, and a determination to win. But humanity, suffering from the onslaught of staying alive, has made no real effort to seize control of the chains of causation that run loose in the world. Just as it is easier for the boat to drift down stream rather than rowing upstream, so too it has always been easier to let things go as they will, rather than use self-effort to direct them. But the first great law of success that you must carve into your Being, is this:

THE DIFFERENCE BETWEEN SUCCESS AND FAILURE
IS FOUND AT THAT POINT
WHERE AIMLESS DRIFTING CEASES

At that point where you decide to take direction of your own life, a miracle will happen. To do this properly, Self-Effort is required, especially in the beginning. Deciding to take direction of your life is one thing - a big thing - but that decision will only be an empty can full of noise unless it is backed by earnestness in creating yourself anew using Self-Effort in thinking, observing and practicing magnetism.

Our emotions, passions circumstances and accidents have been, from time immemorial, shaped to the drift of life. Look back to your past life and try to determine how much has been mere drift. Probably quite a bit. This is difficult to confront. This takes courage. But then it takes courage to succeed.

All life makes an effort to express itself. The tree grows its limbs toward the sunlight; through effort inhales the air through its leaves; underground, its roots struggle to find water. This is energy or effort. We may not know where it comes from but we know it exists. We SEE it in operation.

In man's body there are more cells than we could write down on paper. These cells have the same energy found in the tree. Every single cell is a tiny speck of energy working to produce something. The unified total of these specks of energy is, ENERGY. It exists everywhere. There is not one spot without it. We drink, eat, and breathe this energy. Our thoughts are energy. We are slumbering volcanoes of all possible combinations of energy.

Self-Effort is the focusing of this energy to any accomplishment. To focus it we need to train ourselves to unite and direct these individual specks of energy that exist in a diffused state throughout the body and mind.

The difference in this energy between vegetation, animals, and people is that in the plant it is diffused - not united. In the animal it begins to unite in an organ called brain, but it never reaches the point of focused unification, for the animal's intelligence is mostly reactive instinct. In man these energies have the possibility of being united, controlled and directed, but man has not been accustomed to controlling them. Humanity has been following the path of least resistance; the blind chains of causation spoken of earlier. We drift day by day, week to week and year to year except as Self-Effort, will power, new habits and cultivation of special exciting causes may focus these forces for the accomplishment of some purpose.

The assertion is made here that the HABIT of uniting these forces in the body and mind, and focusing them for directing your life, can be cultivated to a high degree by every intelligent person.

To attain Self-Effort you must begin with Self-Effort. And beginning means making use of this next law taught to me by a very rich man:

YOU HAVE TO DO WHAT YOU MUST DO,
WHEN YOU SHOULD DO IT,
WHETHER YOU LIKE IT OR NOT.

The beautiful thing about it is that you'll like it soon enough when you begin seeing results. This is a great law of success that applies mostly to the beginning Success Builder. It should be carved also on the front lobes of your brain, forever. Later, as you live in the Magnetic Personality, there will no longer be need for extreme effort; everything will just flow.

For this Observance we are going to do an exercise every evening just before going to bed. This exercise has two functions. The first is to strengthen your will power - your Self-Effort. The second, to improve your health which is necessary to have the proper will that compels Self-Effort. This exercise will smoothen out the irritations of the day by soothing the nerves and allowing you to sleep peacefully. It will improve the circulation of blood in the lower extremities and divert the blood from the head to the feet so that your brain has a chance to rest. It will relieve the pressure in the heart and brain.

Did you know that the main purpose of sleep is to give the brain a rest? The brain is like a machine that you, the person, use to think with and you are using it all day long. In sleep it should rest. But if it were true that the exercise didn't do anything for your health, it would be, nevertheless, extremely helpful in developing Self-Effort.

The big problem with the majority, and the reason they never rise in the world is that they drift from day to day without applying Self-Effort. The employee just drifts along

propelled by the Self-Effort of his superiors and never originates any effort of his own. No wonder he stays as an employee all his life.

Drifting is going along with the current, whatever that may be. The minute drifting ceases, and you take control of your life through Self-Effort, you are boldly taking a step towards your own creation and your own success.

It is a difficult thing, indeed, to originate action through a voluntary act of the will. The body feels lazy so you go along with that. But just as the body got into the HABIT of being lazy through your lack of directing Self-Effort, so too you can inculcate upon it the new habit of PURPOSE AND ACTION by developing Self-Effort.

This exercise will be a test of your strength of will. At first you will probably do it enthusiastically for a few days. Then you'll miss a day and then you "don't feel like it," or "I'm too tired." This is when the true test begins. Continue until you win, then it will become a HABIT and you'll feel like it, see? If you want to master life you first must master yourself. After this exercise becomes a habit you will love it and will look forward to it every night.

You are getting ready for bed. Do the exercise which takes about one minute, then make yourself comfortable in bed and notice the pleasure you will experience.

EXERCISE #9A - SELF- EFFORT

Immerse your feet and lower part of your legs in cold water. The colder the better. At first it might be too much of a shock, so go gently. Start with lukewarm water and gradually make it colder. After a week you will be able to simply turn the faucet on to full cold and place your legs and feet under. You see, hot water makes the blood dull and weakens the nervous system. Will power and Self-Effort have a lot to do with the condition of your nervous system. Wipe your feet and legs dry and raise up and down on your toes a few times. That's all you have to do. I can do the whole thing in one minute. The improved circulation in your feet and lower legs will make them sweat during the night and this expelling of poisons from your body will also give you a healthy complexion.

Students at first fail to realize a connection between this exercise and the development of self-effort. You just have to do it and find out.

Exercise #9B.

Write two incidents. Now, after studying this observance, do the following:

1. Write in your notebook an incident in your life where you drifted.

2. Immediately after writing the drifting incident, write another true incident when you used self-effort.

3. Place this observance on your daily percentage chart and score yourself on it from now on. You probably have heard it said in new thought and eastern philosophy that life should just flow, that there should not be any effort; that personal effort interferes with the harmonious flow in the scheme of life. I agree with this to a certain extent and yet I am asking you to develop Self-Effort. How do I justify this contradiction? Well, as a person approaches mastery of life, he or she appears to use less and less effort in living it. This is because, in this person, the body, mind and emotions are not in conflict. They are all working harmoniously, so the person does everything with little or no effort. But the beginner or average person cannot get far without applying the seemingly inconvenience of Self-Effort. It's just like the concert pianist. There he is on the stage performing a very difficult concerto using as little effort as we use in drinking a cup of coffee. But - and this is a big "but" - he has spent years of great effort practicing. Gradually he used less and less effort to the point where his body simply follows the directions of his mind and emotions with no conflict.

EXERCISE #9A At least 7 times (one week).

EXERCISE #9B

Incident #1 _____

Incident #2 _____

Signature _____

Tenth Day on the Road to Personal Magnetism

Observance #10

Weak Breathing - Power Breathing

While studying this Observance and the previous ones, you should continue practicing the round voice. Only this way will you be ready for what comes next.

Breathing will take some time to turn into a habit of living, so keep practicing it until mastered.

Breathing is one of the great secrets of life. Its possibilities for attaining health, power and calmness are endless. In this book we deal with it mainly for attaining Confidence and well-being.

We must learn correct breathing. The majority of people don't know how to breathe. The breathing should take place down in the lungs, not in the upper chest. We are going to learn to use the diaphragm in breathing. Many a case of undesired muscle tension and nervousness has been repaired by learning how to breathe.

One of the most striking cases that I had the pleasure of experiencing happened a few years ago in Boston as I was experimenting with this work.

I had a music student who always seemed to be out of breath. She would sneeze, fidget, take forced deep breaths, was always in a hurry and generally very tense. In all other aspects she was quite above normal, intelligent, practical, and except for the above symptoms, didn't give any indication of suffering from any deep anxieties. She knew what she wanted and held a position or responsibility in one of the local colleges.

Once, during a class, I inquired briefly about her breathing and she replied that she had allergies and never seemed to be able to get enough air in her lungs.

The class being at an end, I didn't have time to pursue the subject further but promised her that we would discuss it at length on another occasion.

Such an occasion came about during a walk to Charles River one evening. I asked her to breathe and as she did so repeatedly, I noticed that the area of her diaphragm was not only as hard as a rock, but she was trying to inhale deeply with the upper part of her lungs only. Naturally, she could never get enough air this way.

I showed her how to relax the area of the diaphragm and proceeded to instruct her in the techniques that follow. She noticed that her body tension was leaving and became much more relaxed, but at the same time seemed hopelessly confused because, as she said, "Now I can't breathe, period!" I assured her that it would take a little time to develop this technique as a habit, but that there was no question of its success with a little practice.

I saw her a few months later. She was calm, had no allergies, didn't gasp for air and could sleep quite soundly.

If you haven't used your diaphragm for a long time in breathing, it might seem that you are actually getting less air in your lungs by breathing in the correct way. This is because the diaphragm doesn't know yet what to do. But I assure you that in a short time it will all correct itself and you will be the possessor of a vitality that will remain with you for life.

In order to experience the exhilaration of the habit of breathing deeply and effortlessly we must have some understanding of the diaphragm.

It is an engine of vitality. It is a large and wide muscle which acts as the entire floor of the lungs and as the roof of the stomach. It stretches from one side of the body to the other and from the front to the back. You can best feel it between the navel and the sternum bone - the small bone between the ribs above your stomach.

In speaking and singing, this diaphragm is the engine that, responding to the emotions, gives speech and song their power and magnetism. It is somehow connected with the emotions. Because it is connected with the emotions, it does queer things. When it gets stuck in its upward movement and will not get down by its own impulse, you will have the hiccups.

When a grain of dust enters your nose, the sensation is communicated to the Medulla Oblongata through the nerves, and this small brain communicates an impulse to the diaphragm which in turn will produce the sneeze.

Laughter is produced by the diaphragm. Robust laughter requires large motions of this organ.

In hysteria, when the mental powers are running wild and uncontrolled, the diaphragm, with the same motions, produces the visible antics.

Of course, the emotions and moods create the laughter, crying, or the hysterics; but the diaphragm produces most of the physical manifestations.

Panting, gasping in horror, wrapped attention or concentration, hypnotic influences, etc., are all accompanied by a raised diaphragm.

So, invoking again the law that, "engaging in the effect of a cause, brings about the cause," we can to a great extent eliminate some of the above discomforts by learning to direct the emotions and positions of the diaphragm.

A RAISED DIAPHRAGM DEPRESSES LIFE AND WEAKENS HEALTH. A LOWERED DIAPHRAGM DEVELOPS MAGNETISM AND EVOKES BRIGHTER EMOTIONS.

So, if a lowered diaphragm is the effect of positive moods, then by engaging in this effect we help bring about the positive moods.

Learn to recognize the location of the diaphragm. It is found at the top of the abdomen above the stomach, at the arch of the front ribs, where the soft part of the abdomen joins the bones. Place the tips of the fingers of both hands at this part and cough. As the diaphragm does all the coughing, it will give a series of jumps while you cough.

As soon as you are able to master the exercises that follow and turn the correct breathing into a habit of living, you will soon find yourself a very much changed and improved person with new courage, new confidence and new powers.

In breathing down in the lungs, with the diaphragm expanded downward, remember to not allow the abdomen to protrude very much.

EXERCISE #10 A - HOW TO BREATHE

1. Lie down on your belly and breathe. This will tell you where the diaphragm is. You'll feel it moving. It's impossible to breathe wrong in this position.

2. Now, lie on your back with your right hand on the diaphragm and the left hand on the upper chest. When you inhale the diaphragm expands - goes out. When you exhale the diaphragm (belly) goes in. The belly should go up and down but not the upper chest. These motions should be completely memorized while lying down, otherwise you'll have difficulty doing them while standing. I am not saying for you to not allow the air to go into the upper chest; **JUST DON'T SUCK THE AIR IN WITH IT.** Fall asleep at night while practicing this exercise.

3. 3. While lying down on your back, place the right hand on the diaphragm and the left hand on the side of your lower chest. The sides of the chest should expand some toward the sides as well as the diaphragm in front. This is complete breathing. Remember, you are not to prevent air from going to your upper lungs. The upper lungs simply fill themselves up through pressure from below. By all means let the air go up. Just don't breathe with the upper chest. The motion of breathing is done in the lower chest, front and sides.

4. 4. Stand with good posture and continue the same kind of breathing. It might be better to practice breathing with only the diaphragm at first, and once this is established, then add the expansion of the sides of the lower torso. This is complete and thorough breathing and should become a **HABIT** for life.

5. After you have practiced all this, there is this last little secret: when you expand the diaphragm on the inhale, you are now going to visualize the diaphragm going down towards the floor. This is really what takes place naturally. So really, the whole bottom of your torso is expanding because the diaphragm is going down. With this last little secret you will find yourself being able to take in much more air and support the sounds you make.

You need to practice this whole series at least three times.

Signature _____

EXERCISE #10 B - STRENGTHENING THE DIAPHRAGM

Take a very deep breath as explained and blow it out slowly through your pursed lips controlling the amount of air going out by pulling the diaphragm in very slowly, until all the air is out. The longer you take in exhaling, the better. You will learn to control the diaphragm this way. Practice this until you can do it easily. Repeat 6 times.

Signature _____

EXERCISE #10 C - EXPANDING THE DIAPHRAGM

Take a deep breath, hold it comfortably, (no strain whatsoever) and while holding it expand the diaphragm to a down position as well as the sides. It's as if you were straining a little during a bowel movement. The abdomen must not go out too much. The motion takes place mostly in the area between the navel and the sternum bone, the soft bone in the center between the ribs. Exhale slowly. Never allow the air to burst out. Always control the exhalations. Since the three life functions of respiration, circulation and digestion take place in the torso, you can see how important it is to keep this area strong and vital. This exercise doesn't need to be turned into a habit. It's just for strengthening the diaphragm. However, it is very good to generate heat in the body. Try it when you feel cold. Repeat 3 times.

Signature _____

The diaphragm is connected with a large plexus of nerves called the solar plexus by the ancients. This solar plexus does all kinds of strange things related to the emotions. It is related to the "fight or flight" mechanism also. So you see how important it is to not only learn to relax the diaphragm, but to be in control of its motion.

This correct way of breathing is not just for singing but for living in general. Keep checking yourself from minute to minute until it becomes a habit in living.

My observation has been that my vocal students turn this way of breathing into a habit of living in two to three weeks.

Score yourself on this Observance by determining how many times you catch yourself engaging in incorrect breathing.

Signature and Date _____
_ PAGE _1_

_ PAGE _4_